

Evaluation of the Town of Clinton Street Smart Campaign



August 2016



Acknowledgements

Special thanks to the following for their assistance:

**Town of Clinton
Mayor and Council**

**Chief Brett Matheis
Town of Clinton Police Department**

**Rich Phelan
Town Administrator**

**Clinton Guild
Town of Clinton Business Community**

Clinton Public School

**North Jersey Transportation Planning Authority (NJTPA)
Street Smart NJ**

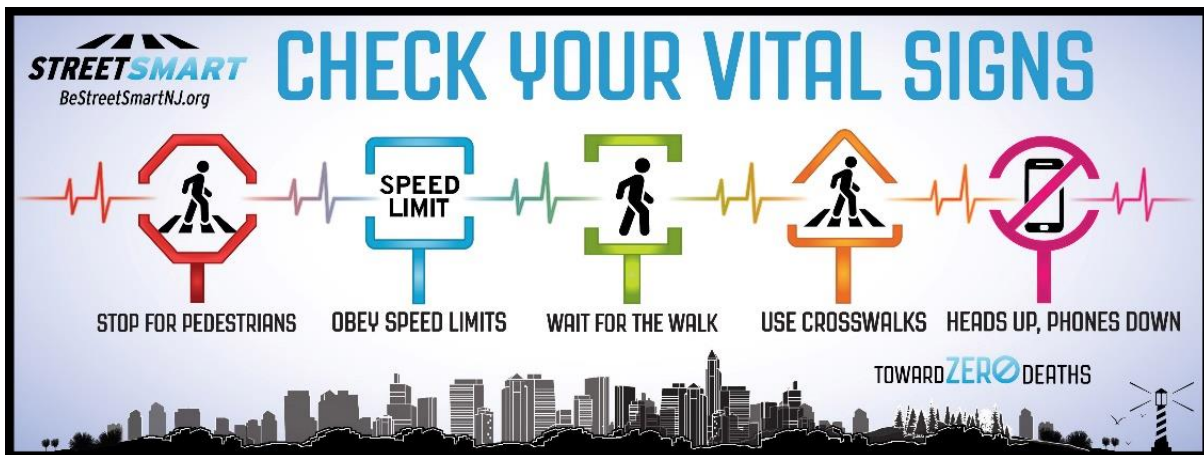


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STREET SMART NJ OVERVIEW



Street Smart NJ is a public education, awareness and behavioral change campaign managed by the North Jersey Transportation Planning Authority (NJTPA). The campaign is funded through the Highway Safety Improvement Program (HSIP) and State Pedestrian Safety Education and Enforcement Fund administered by the New Jersey Division of Highway Traffic Safety (NJDHTS).

Street Smart NJ is a collaborative effort between public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, NJDHTS, and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ campaign in 2013-2014.

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state and Newark as a "focus" city due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (24.3% in 2013) is nearly double the national average (14%). From 201-2014, 750 pedestrians were killed and 17,000 injured on the state's roadways equaling one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

The campaign has three main goals:

- ◆ Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey's roadways.
- ◆ Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.
- ◆ Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

The Street Smart NJ program was piloted in five communities in 2013 and 2014. The pilot programs were conducted in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. These five communities were selected in order to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program was later expanded to additional municipalities in 2015 and 2016, including several conducted in coordination with New Jersey's Transportation Management Associations (TMAs), including HART Commuter Information Services, the TMA serving Hunterdon County, New Jersey. The additional campaigns were conducted in Newton, Washington (Warren County), Elizabeth, Franklin (Sussex County), Lakewood, Metuchen, Passaic, Red Bank, Toms River, Flemington, Frenchtown and Morristown.

This report is an evaluation of the 2016 Street Smart campaign conducted in the Town of Clinton, Hunterdon County, New Jersey.

CLINTON STREET SMART CAMPAIGN

The Town of Clinton and HART Commuter Information Services, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a "Street Smart" campaign in spring and early summer, 2016. The campaign was a direct response to an increase in pedestrian crashes and community interest in improving pedestrian safety.

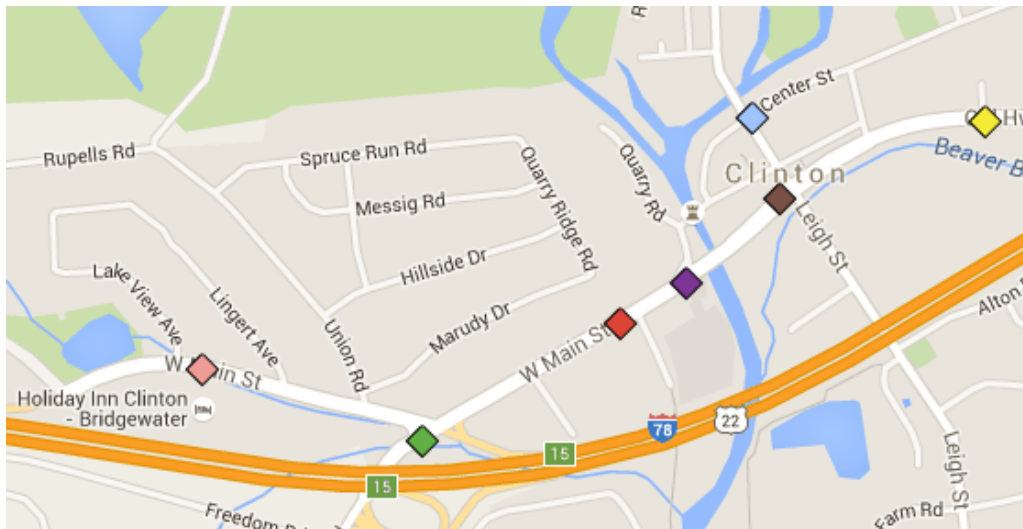
The goals of this effort were to:

- ◆ Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities.
- ◆ Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.
- ◆ Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

Crash Data

Pedestrian Crashes 2012-2015

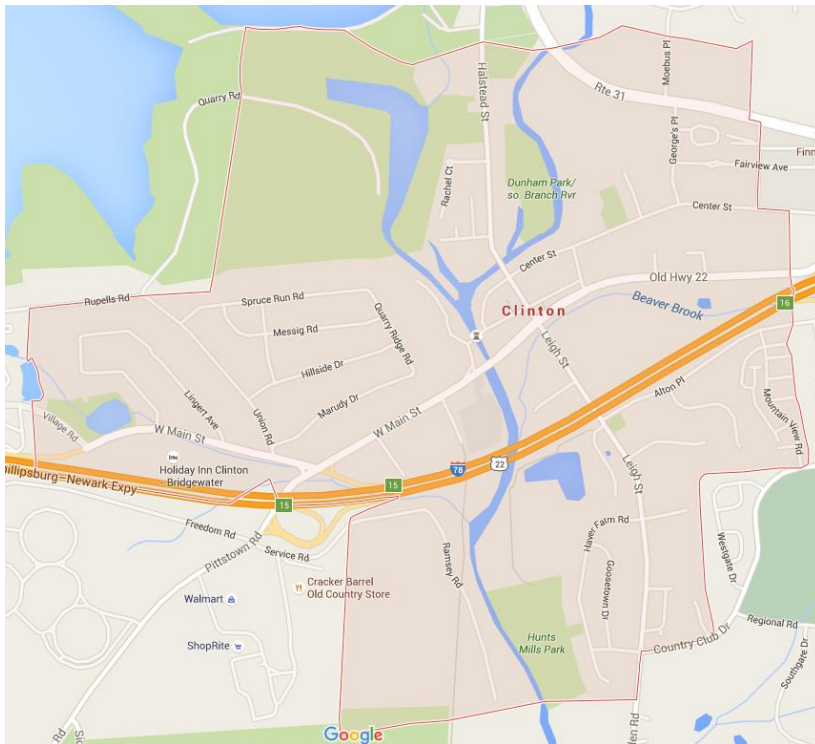
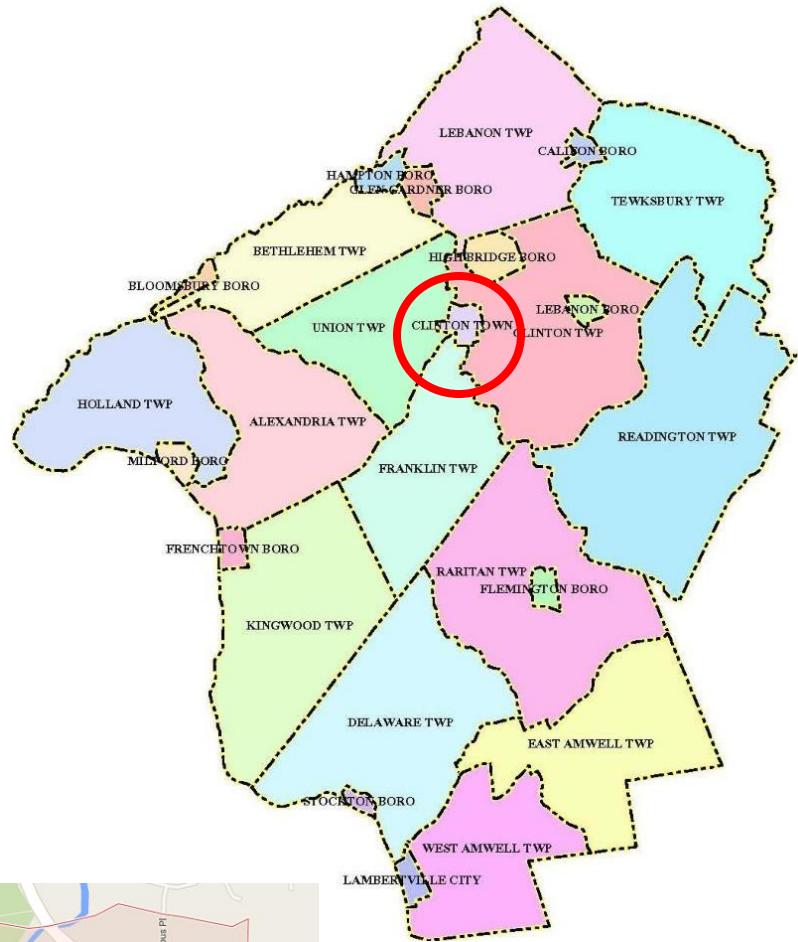
Crash data from the Center for Advanced Infrastructure (CAIT) Plan 4 Safety database identified seven (7) pedestrian incidents in the Town of Clinton from October 2012—2015, including two fatalities.



DATE	LOCATION	Pre-Crash Action
10/6/2012	Leigh St and NJ 173	Crossing at marked Crosswalk (Intersection)
10/27/2012	NJ 173	Crossing / Jaywalking
2/2/2013	NJ 173	Crossing / Jaywalking
3/15/2013	42 Old Route 22	Other Pedestrian Action
8/23/2013	NJ 173	Crossing at <u>unmarked</u> Crosswalk (Intersection)
12/23/2014	NJ 173	Crossing at <u>unmarked</u> Crosswalk (Intersection)
10/29/2015	Lower Center St	Crossing at marked Crosswalk (Intersection)

PROJECT AREA

The Town of Clinton is located on the south branch of the Raritan River, roughly 21 miles from the Pennsylvania border to the west and 12 miles from Flemington, NJ to the south. Clinton is 1.4 square miles in size. The Town sits at the junction of Route 78, Route 31, and Route 22. Clinton shares a border with Clinton Township, Union Township, and Franklin Township.



The compact community includes a downtown business district adjacent to residential homes. Sidewalks and crosswalks are present on most streets. A “walkable” community, students living in the Town of Clinton walk to Clinton Public School.



The often photographed downtown draws visitors and residents alike walk around town and visit the iconic Red Mill, Hunterdon Art Museum, shopping, restaurants and many community events.

Route 173, a state road (also known as Old Hwy 22), runs through the Town of Clinton. This is a relatively high traffic volume road, with no contiguous sidewalks.



Project Partners

- Town of Clinton Mayor & Council
- Town of Clinton Police Department
- Clinton Public School
- Clinton Guild & Clinton business community

CAMPAIGN STRUCTURE & SCHEDULE

In accordance with NJTPA's *"How to Implement the Street Smart NJ Pedestrian Safety Campaign in your Community"* guidebook, the Clinton Street Smart Campaign took place over an eight week period from May 9 – July 3, 2016.

The schedule included a two (2) week "pre-campaign" data collection period, a four (4) week public education, awareness and enforcement effort and a two (2) week "post campaign" data collection effort.

Project Timetable

Pre-Campaign Data Collection, Surveying	May 9 - 22, 2016
Awareness and Enforcement	May 23 – June 19, 2016
Post-Campaign Data Collection, Surveying	June 20 – July 1, 2016

CAMPAIGN EVALUATION METHODS

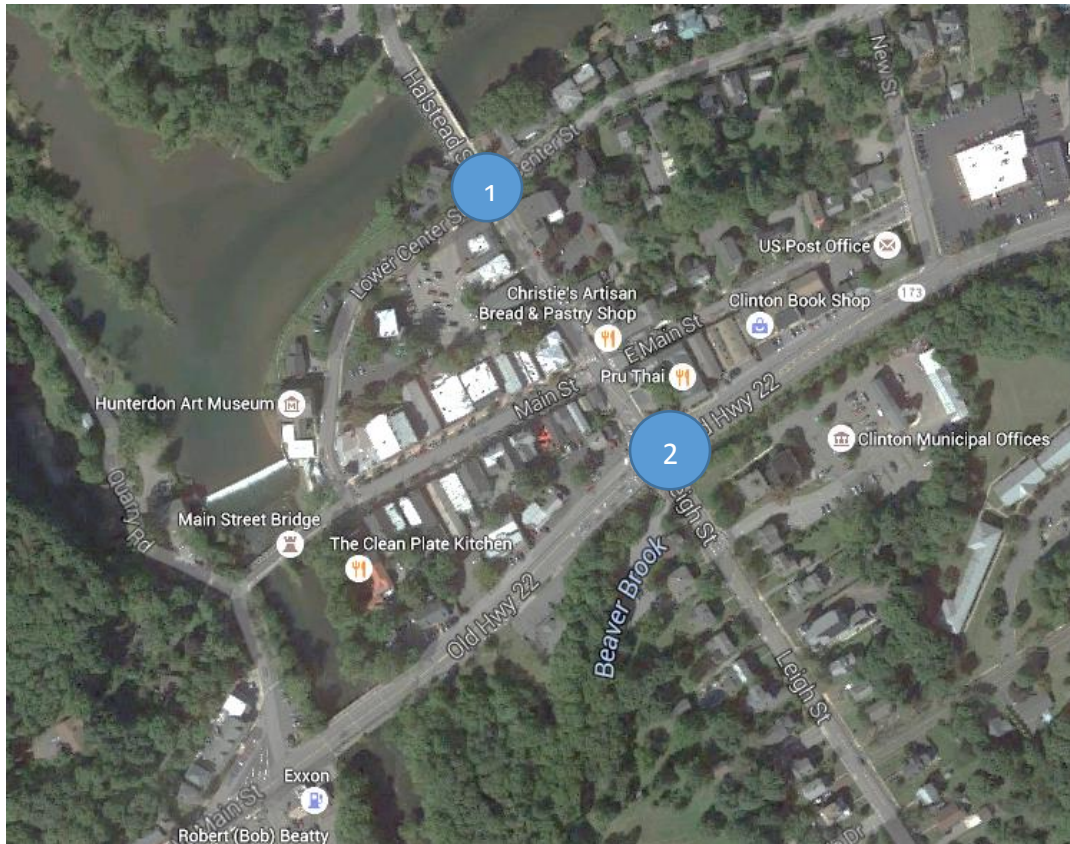
The Town of Clinton Street Smart Campaign was conducted following NJTPA's guidance to use two primary methods to evaluate the impact of the campaign:

1. Intersection Observation
2. Community Awareness/Impact Surveys.

Intersection Observation Locations

Based on input from the Town of Clinton Police Department and data from the Rutgers Center for Advanced Infrastructure and Transportation (CAIT) database, two intersections were selected for evaluation based on frequency of interaction between motor vehicles and pedestrians.

- 1) Leigh Street and Route 173 (Old Hwy 22)
- 2) Leigh Street and Center Street



Source: Google Maps

Study Site 1: Leigh St and State Route 173 (Old Hwy 22)

The intersection of Route 173 and Leigh Street is controlled by a traffic light and pedestrian signal heads. Both are located on the north, south and west sides of the intersection.

Pedestrian traffic here involves access to and from Town Hall, the downtown shopping district on Main Street and businesses located along Route 173.



The intersection is also a crossing point for students to and from Clinton Public School. There is a school crossing guard on duty at this intersection from 8:00 to 8:30am and from 3:00 to 3:30pm.



Observation Site 2: Leigh Street and Center Street

The intersection of Leigh Street and Center Street is located in the center of Clinton one block north of the Main Street shopping district. Motorists

and pedestrians both use this intersection as a gateway to and through downtown Clinton. There is a school crossing guard on duty at this intersection from 8:00 to 8:30am and from 3:00 to 3:30pm.



Observation Proxy Behaviors

As developed by NJTPA, the following proxy behaviors were observed and recorded at the two observation intersections. For each behavior, two types of data was collected:

- 1) the occurrence of non-compliant behavior
- 2) number of opportunities that pedestrians or drivers had to choose to comply with or to violate the regulation

From these two data points, a rate of non-compliance could be calculated. This was used to compare pre- and post campaign datasets to determine if there was a significant impact on pedestrian and motorist behavior.

Pedestrian Proxys

The observation exposure included any pedestrian crossing the street within half a block of the crosswalk. Both compliant and noncompliant pedestrians were counted.

Proxy #1: Pedestrian Use of Crosswalks

Compliant: Pedestrian utilized the crosswalk for more than $\frac{3}{4}$ of the distance it takes to cross the intersection.

Noncompliant: (Jaywalking): Pedestrian leaves crosswalk more than $\frac{1}{4}$ of the distance it takes to cross the street. For example, a pedestrian who walks diagonally out of the crosswalk in the direction of his or her point of interest. A pedestrian who walks behind a car that is blocking the crosswalk was also recorded as noncompliant.



Compliant

Proxy # 2: Pedestrian Completes Crosswalk

Compliant: Pedestrian completes the crosswalk, crossing from one side of the street to the other within the crosswalks boundaries.

Noncompliant: Pedestrian uses the crosswalk, completing $\frac{3}{4}$ of the distance across but exits before completing the entire crosswalk.

Proxy # 3: Pedestrian Waited for Signal

Compliant: At an intersection, with signal heads, the pedestrian waited for the “walk” signal to begin crossing or arrived at the intersection and crossed while the signal indicated “walk.”

Noncompliant: Pedestrian began crossing the intersection while the “Do Not Walk” indicator was lighted or blinking indicating a change to “Do Not Walk.”



Noncompliant

Proxy # 4: Pedestrian Distraction - Talking on a cell phone

Compliant: Pedestrian is not talking or texting on a cell phone while crossing the street.

Noncompliant: Pedestrian is talking or texting on cell phone while crossing the street. The pedestrian has a cell phone in hand and it is positioned toward the face.



Noncompliant

Motorist Proxys

Instances of motorist distractions such as talking or texting on a handheld mobile device were recorded. The number of cars that traversed the intersection in a 20 minute time frame were counted. This was used to estimate the number of cars per hour. From this, information on the approximate number of distracted drivers could be extrapolated in the terms of distracted drivers per hour.

Proxy # 5: Motorist - Stop for Pedestrians in Marked Crosswalk

Compliant: Motorist sees pedestrian in the crosswalk with intent to cross, and stops until pedestrian has reached across the opposite side of the street.

Noncompliant: Motorist does not stop the pedestrian in the crosswalk. Motorist does not give the pedestrian adequate time to cross the street before proceeding.



Noncompliant

Proxy # 6: Motorist Distraction – Handheld Cell Phone Use

Noncompliant: Motorist is observed talking or texting on cell phone while driving. The motorist has a cell phone in hand and it is positioned toward the face.



Noncompliant

NOTE: Vehicular speed was not measured as part of the data collection for this effort.

Observation Schedule

The pre-campaign observations were recorded by HART staff at each of the intersections during weekdays in May 2016. The post-campaign observations were recorded in June and early July, immediately following the awareness campaign, using the same method, at the same time of day, and same day of the week as the pre-campaign observations.

Pre-Campaign Data Collection	Community Awareness Survey-May 9-20, 2016 Observations- May 9-20, 2016
Awareness	May 23- June 5, 2016
Awareness & Enforcement	June 6-June 19, 2016
Post-Campaign Data Collection, Surveying	June 20-July 3, 2016

To ensure quality data collection, non-campaign factors that could affect the behavior of drivers and pedestrians were kept constant. Data was collected pre campaign and post campaign during the same hour and same day of the week at each observation site.

Observation was confined to weekdays to observe "regulars", motorists and pedestrians that frequent or commute through the Town of Clinton and not intermittent visitors and tourists. The goal was to collect data under similar circumstances to make an unbiased comparison of behaviors pre- and post-campaign.

Community Awareness/Impact Surveys

The second method used to measure the effectiveness of the Clinton Street Smart campaign was a public intercept survey. The goal was to measure the impact of the campaign on behavior and awareness pre and post campaign.

The survey queried respondents on their observations of various pedestrian and motorists behaviors, their own behaviors, basic knowledge of pedestrian safety laws, and awareness of the Street Smart messaging. The survey was made available through an online link posted to the Town of Clinton and HART websites.

The survey was promoted via palm cards, social media posts, through local news coverage, and word of mouth.



As an added incentive to take the survey, respondents could use their completed survey as an entry into a drawing for a \$100 VISA gift card, sponsored by HART.

Awareness Efforts

Printed Materials

Mini-Posters

HART created “mini-posters” that displayed all five messages of the campaign and utilized those in many locations. The smaller size of the poster worked very well on business doors and increased the visibility of the messaging.



Window Clings

Window clings were distributed to the business community to ensure a longer “shelf life” of the Street Smart messaging, beyond just the initial campaign period.



Street & Intersection Signs

Laminated “single message” signs were placed on street signs and at intersections.



Banners

Street Smart banners were displayed at the Clinton Community Center, Clinton Public School and the Clinton Town municipal building.



Table Tents

Table tents were displayed at many local restaurants and shops frequented by both "locals" and visitors.

The table tents were placed on counters near cash registers, on tables and countertops, as well as information tables.



Digital Message Boards

The Clinton Police Department deployed their large LED traffic sign along Halstead St near the Hunterdon County Library to promote the campaign.

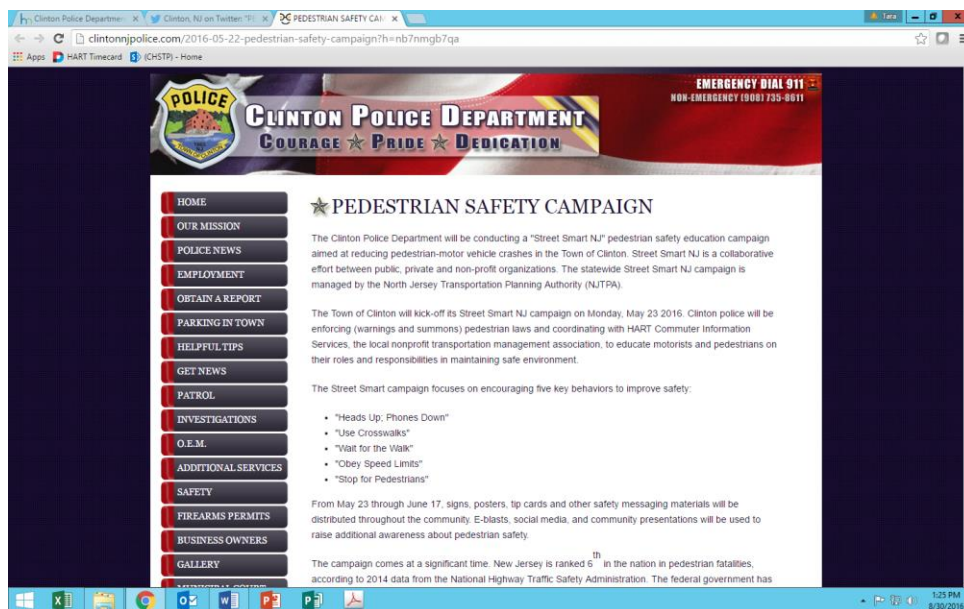


Local Websites

Social media and local websites played an important role in promoting the campaign in Clinton.

<http://clintonnjpolice.com>

The Clinton Police Department used its webpage to communicate with the community.



Facebook

Three community based Facebook Groups, "Good Morning Clinton By the Clinton Guild," "Town of Clinton, NJ Community Bulletin Board," and "The Town of Clinton, NJ" provided an outlet to reach more than 2,000+ group members.



Regular posts were made to these Facebook pages offering safety tips, photos and graphics that reinforced the Street Smart messaging. Twenty-three (23) posts were made during the awareness phase of the campaign with an average "reach" of 445 per post.





Claire Torsiello Don't miss the garage sale in town, and Beaver Brook
Like · 17 hrs



Tara Braddish Shepherd shared HART Commuter
Information Services's post.
18 hrs



HART Commuter Information Services added 2 new photos.
18 hrs

Thank you to Sgt. Kubinak, Clinton Police Department, for joining the HART staff today at Clinton Public School to speak with students about being STREET SMART!
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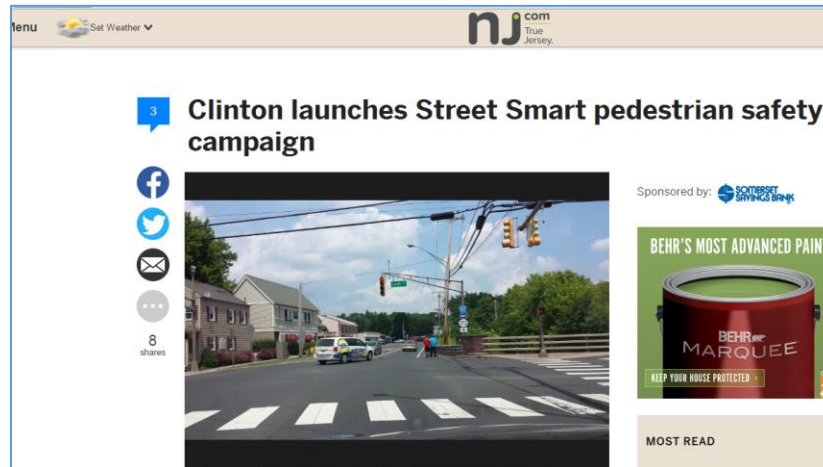
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Local News Media

Press releases were sent to local media outlets. Articles were published in the Hunterdon County Democrat printed newspaper and the related nj.com website online.



By Craig Turpin | NJ Advance Media for NJ.com
Email the author | Follow on Twitter
on May 23, 2016 at 7:50 AM, updated May 23, 2016 at 4:06 PM

Print
Email

CLINTON - The town's Police Department is conducting a Street Smart NJ pedestrian-safety education campaign aimed at reducing motor-vehicle accidents involving pedestrians.

The statewide Street Smart NJ is a collaborative effort between public, private and non-profit organizations and is managed by the North Jersey Transportation Planning Authority. The campaign began on Monday.

Clinton police will be enforcing pedestrian laws through warnings and by issuing summons, and coordinating with HART Commuter Information Services, the local nonprofit transportation management association, to educate motorists and pedestrians on their roles and responsibilities in maintaining safe environment.

From October 2012 to October 2015, seven pedestrian-related motor-vehicle accidents have been reported in the town, including one fatality in 2014 when a pedestrian was killed while [crossing West Main Street near the Clinton House restaurant](#).

"Pedestrian safety is a priority for the residents of our town," said Chief Matheis. "We are a small compact community and residents of all ages walk for recreation and as a primary means of transportation.

"Our children walk to Clinton Public School. Visitors come to our town to stroll along Main Street, visit the historic Mill and Art Museum, eat, shop and enjoy all that Clinton has to offer."



TWEETS 364 FOLLOWING 484 FOLLOWERS 250 LIKES 116

Street Smart NJ

@njstreetsmart

Street Smart is NJ's first statewide pedestrian safety campaign to educate pedestrians & motorists about making safety a priority whether walking or driving.

Joined October 2013

77 Photos and videos



Tweets Tweets & replies Media

Street Smart NJ Retweeted

Rothenberg Law Firm @RothenbergLaw · 19h
NJ police conducting pedestrian-safety education as part of the #StreetSmartNJ campaign. buff.ly/1RMxzwX



2 replies 1 like

Street Smart NJ Deactivated

Beverage Promotions

Coffee "sleeves" and coasters that displayed the five Street Smart messages were provided by HART to local coffee shops and restaurants.



Community Outreach & Presentations

Clinton Public School

Ryan Fisher, HART Safe Routes to School Coordinator, and representatives of the Town of Clinton Police Department presented a Street Smart safety education program to 455 kindergarten through eighth grade students at Clinton Public School, located in Clinton.

Students were introduced to the Street Smart campaign, with a focus on the three pedestrian specific behaviors of the Street Smart program:

“Wait for the Walk”, “Use Crosswalks”, and “Heads Up, Phones Down”. The presentation included age appropriate messaging and local photos.



Hunterdon County Library and Museums

The Clinton Historical Museum, the Hunterdon County Art Museum, and the Hunterdon County Library were all used as locations with which to distribute Street Smart literature and to engage the local community.



Enforcement Efforts

The Town of Clinton Police Department engaged in two enforcement periods:

SOFT ENFORCEMENT May 23- June 5

76 Total Traffic Enforcement Posts

20 Specific Pedestrian Traffic Posts

17 MV Summons issued for enumerated violations

37 MV Warnings issued for enumerated violations

Summons Breakdown

- 39:4-36 – Motorist Failed to Stop for Pedestrian in Crosswalk(6)
- 39:4-98 – Speeding (4)
- 39:4-97.3- Operating a Motor Vehicle While Using Cellphone (7)

Warning Breakdown

- 39:4-36 – Motorist Failed to Stop for Pedestrian in Crosswalk (15)
- 39:4-98 – Speeding (12)
- 39:4-97.3 – Operating a Motor Vehicle While Using Cellphone (10)

HARD ENFORCEMENT June 6 – June 19

69 Total Traffic Enforcement Posts

18 Specific Pedestrian Traffic Posts

10 MV Summons issued for enumerated violations

12 MV Warnings issued for enumerated violations

Summons Breakdown

- 39:4-36 – Motorist Failed to Stop for Pedestrian in Crosswalk (1)
- 39:4-98 – Speeding (6)
- 39:4-97.3 - Operating a Motor Vehicle While Using Cellphone (3)

Warning Breakdown

- 39:4-36 – Motorist Failed to Stop for Pedestrian in Crosswalk (3)
- 39:4-98 – Speeding (5)
- 39:4-97.3 – Operating a Motor Vehicle While Using Cellphone (4)

FINDINGS- Observation

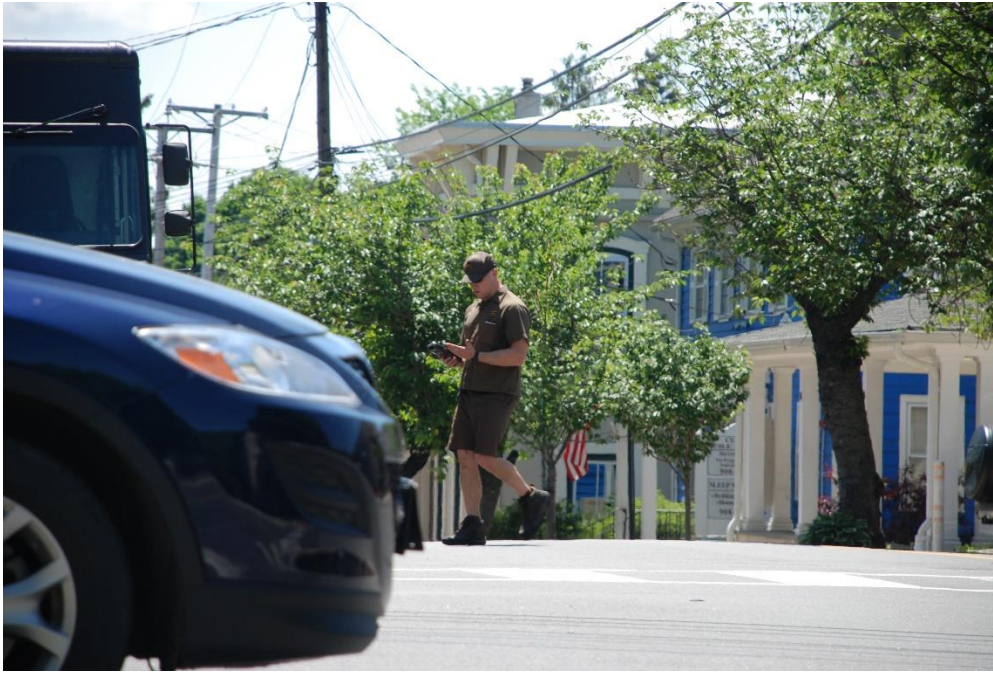
Pedestrian Proxys



	Pre-Campaign		Post-Campaign	
	% Compliant	% Non-Compliant	% Compliant	% Non-Compliant
Leigh St and Center St				
Pedestrian Used Crosswalk	71%	29%	72%	28%
Ped Completed Crosswalk	78%	22%	92%	8%
Pedestrian waited for signal	NA	NA	NA	NA
Ped distracted by Cell Phones	99%	1%	97%	3%
Leigh St and Rt. 173				
Pedestrian Used Crosswalk	81%	19%	88%	12%
Ped Completed Crosswalk	78%	22%	92%	8%
Pedestrian waited for signal	70%	30%	77%	23%
Ped distracted by Cell Phones	85%	15%	92%	8%

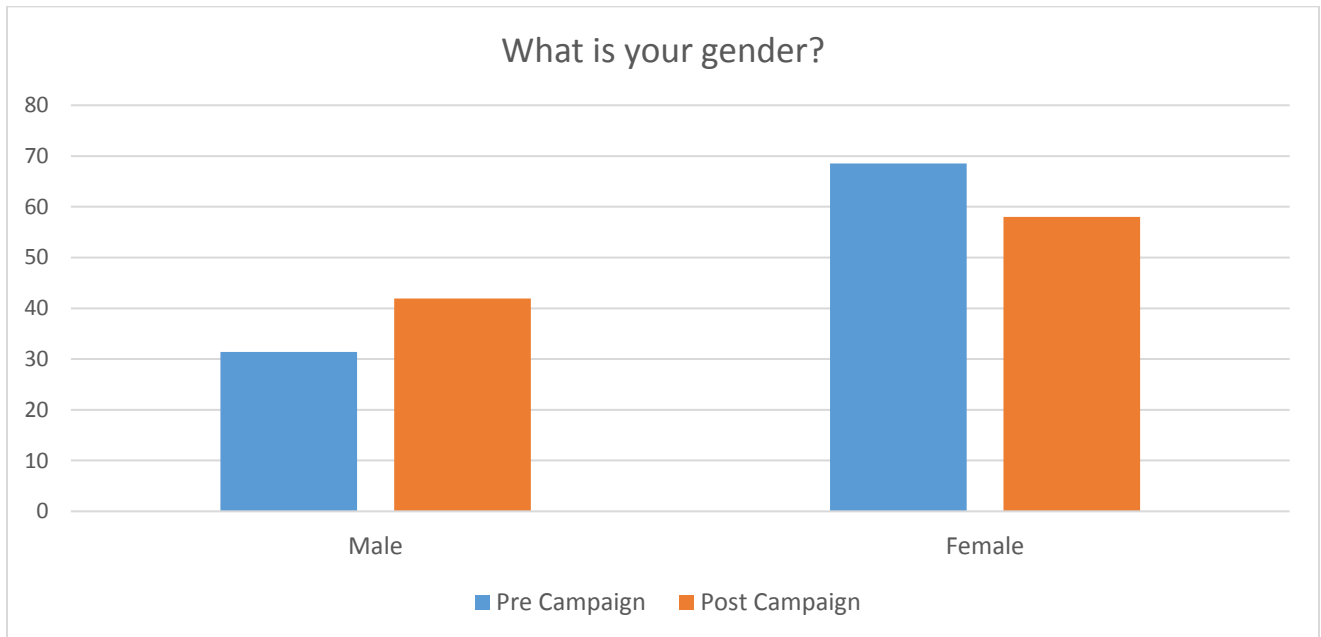
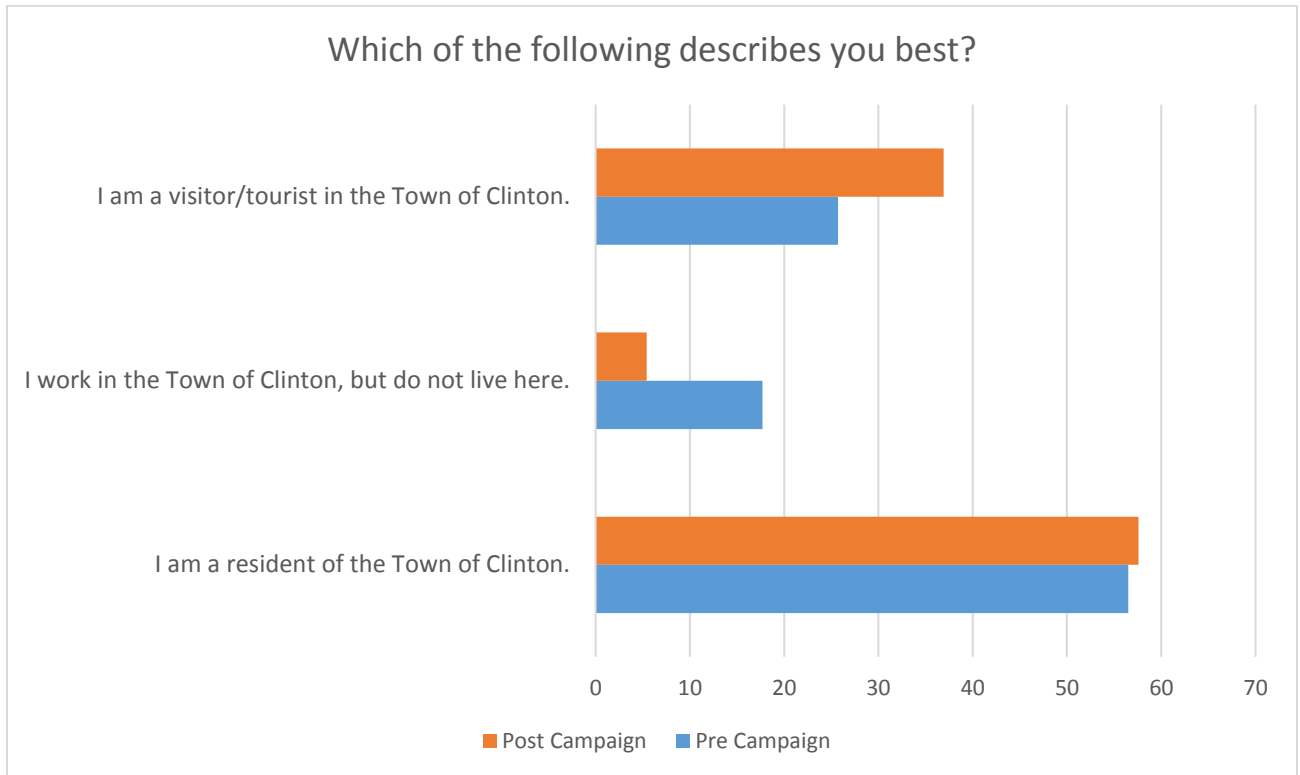
FINDINGS- Observation

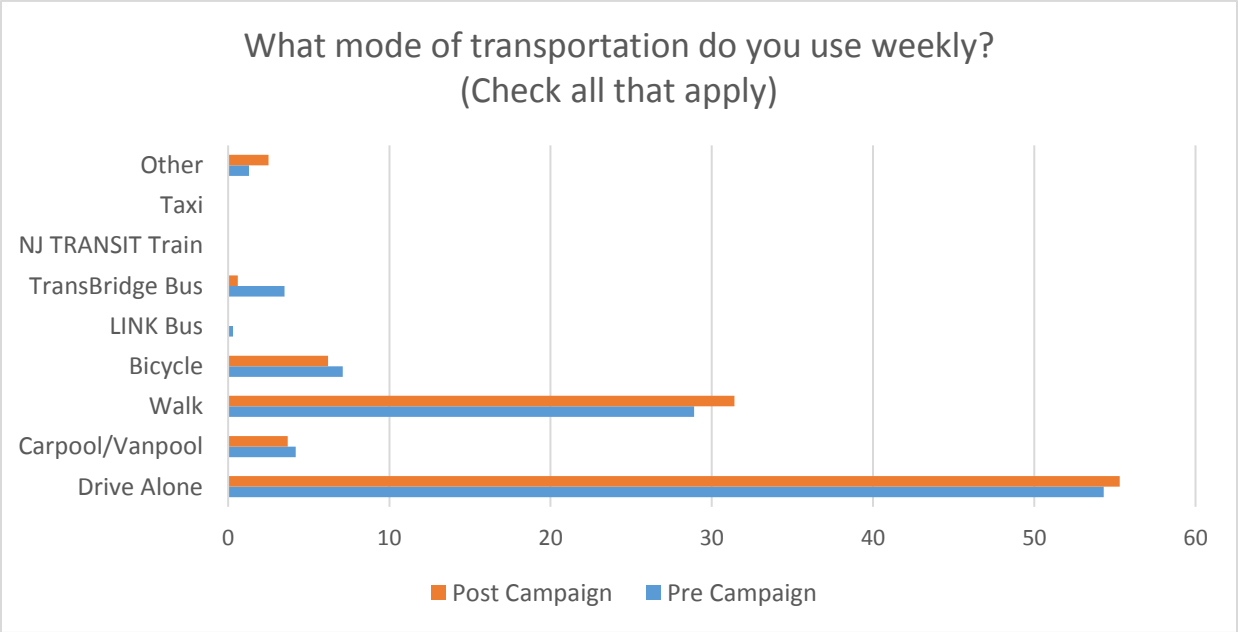
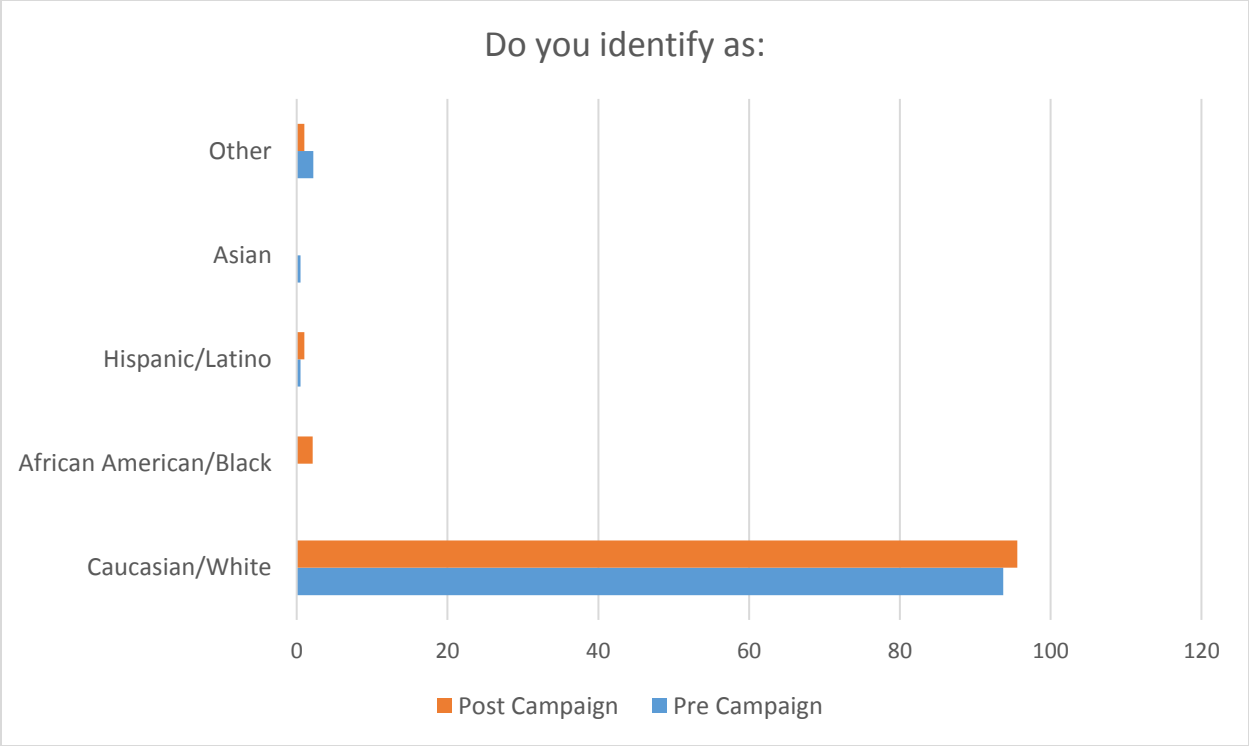
Motorist Proxy



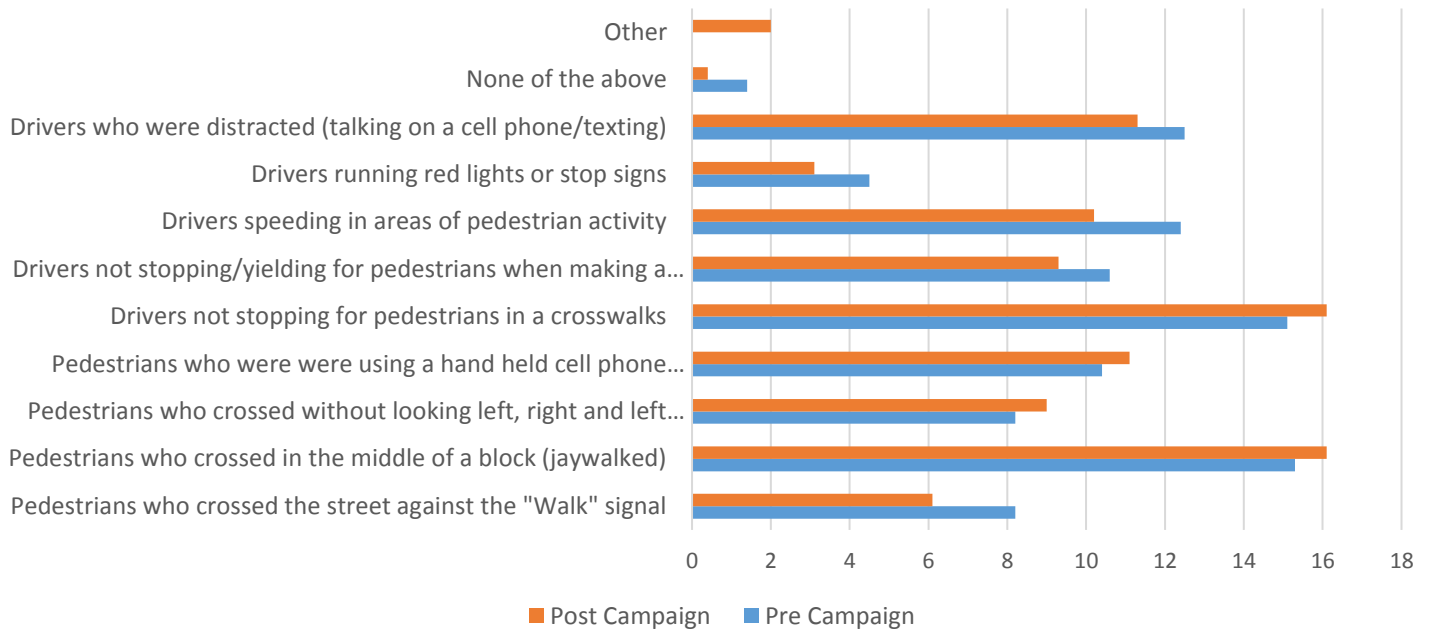
	Pre-Campaign	Post-Campaign
Leigh St and Center St		
Car Did Not Stop for Pedestrian	19	7
Motorist Handheld Cell Phone Use	19	20
Leigh St and Rt 173		
Car Did Not Stop for Pedestrian	4	2
Motorist Handheld Cell Phone Use	2	3

FINDINGS- Community Survey Results

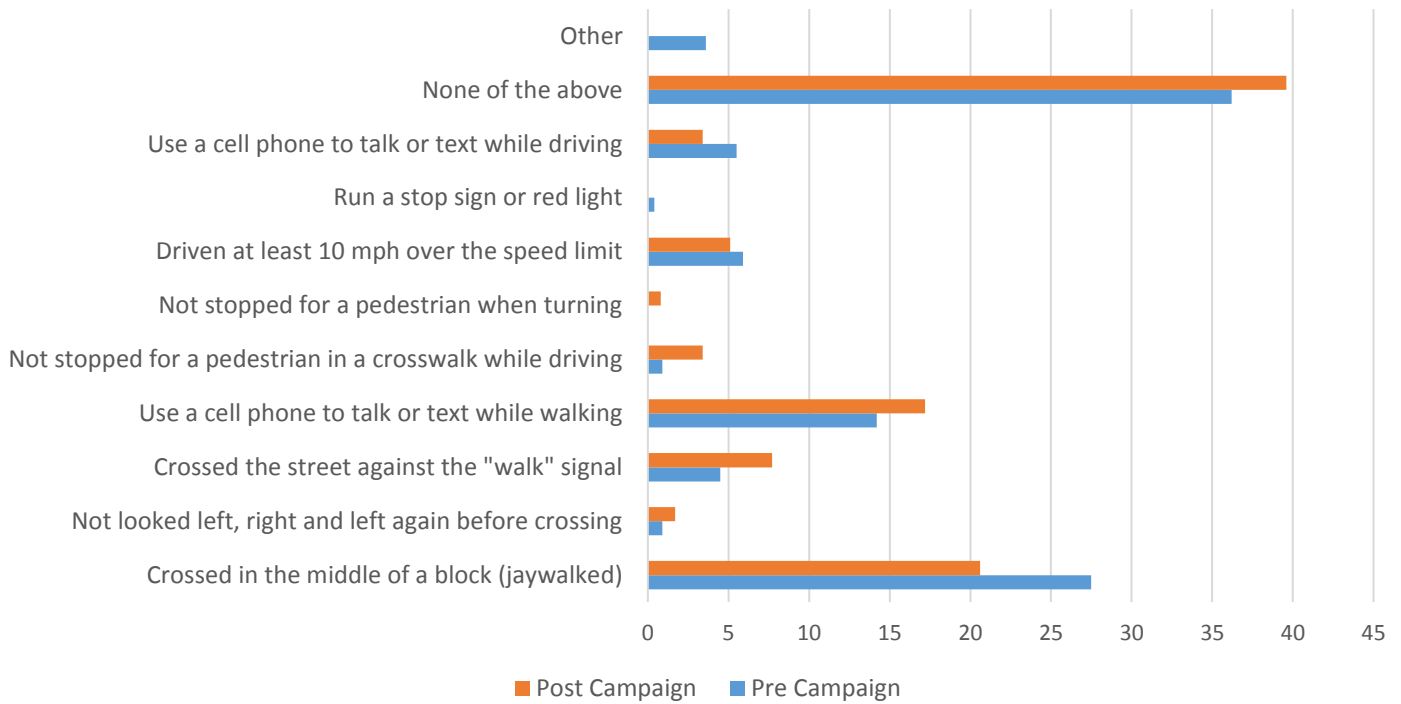


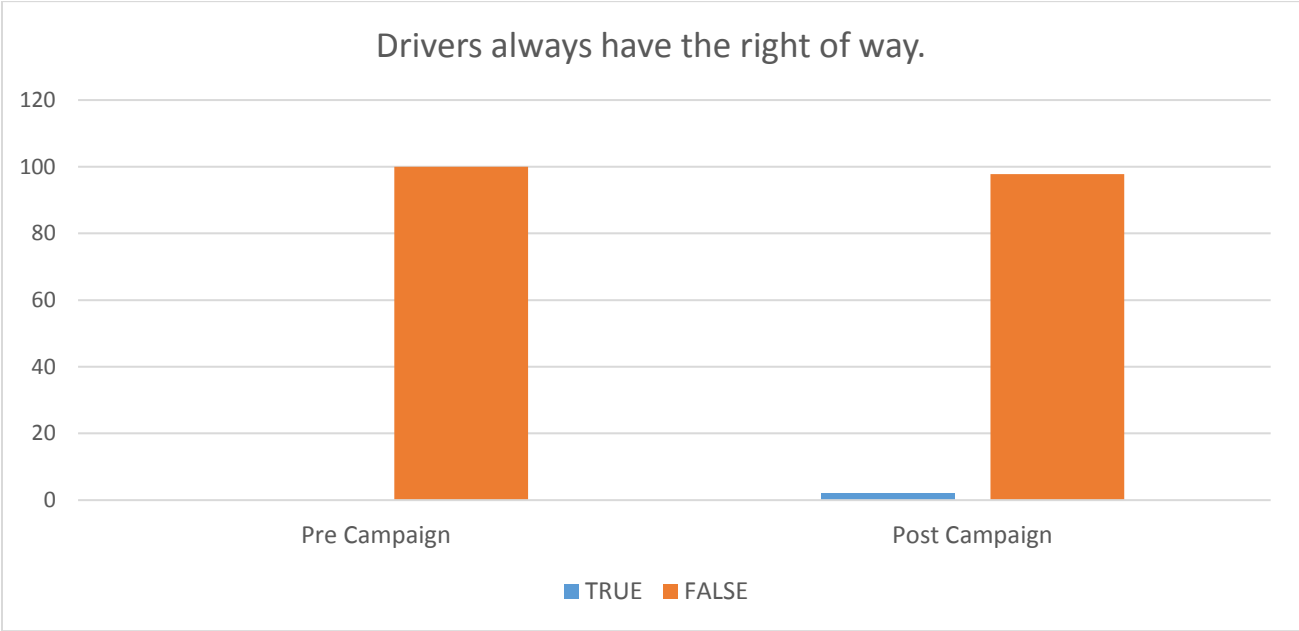
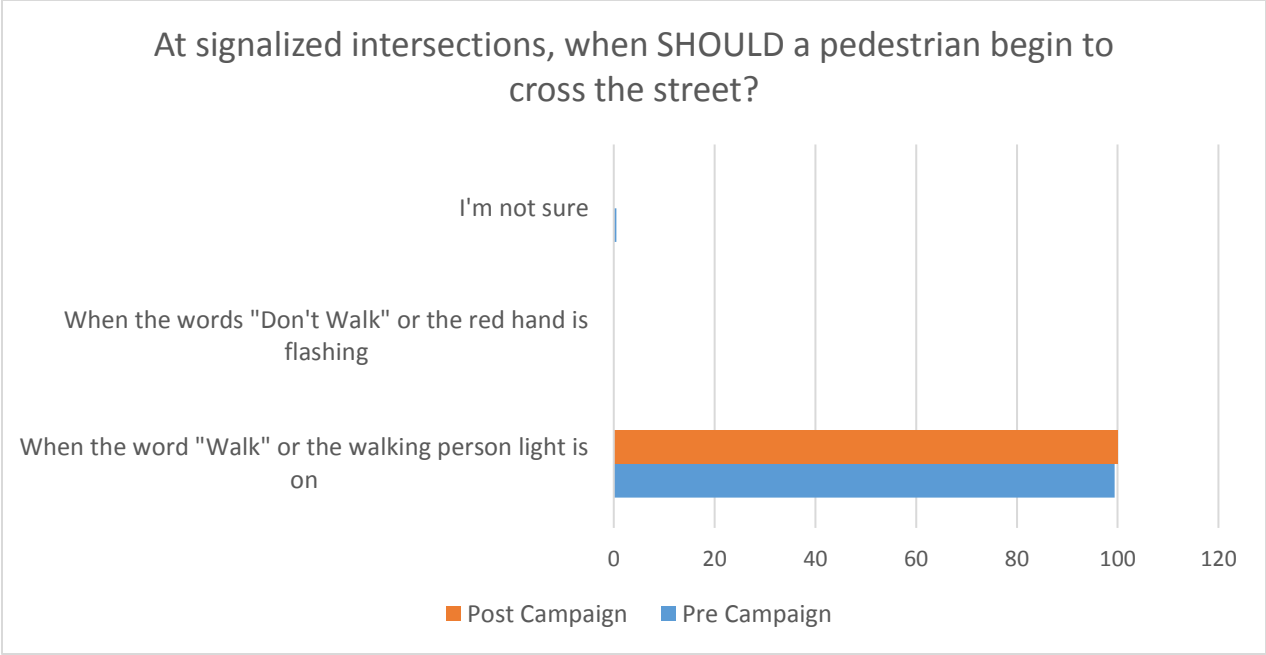


In the past week in the Town of Clinton, have you seen
(check all that apply):

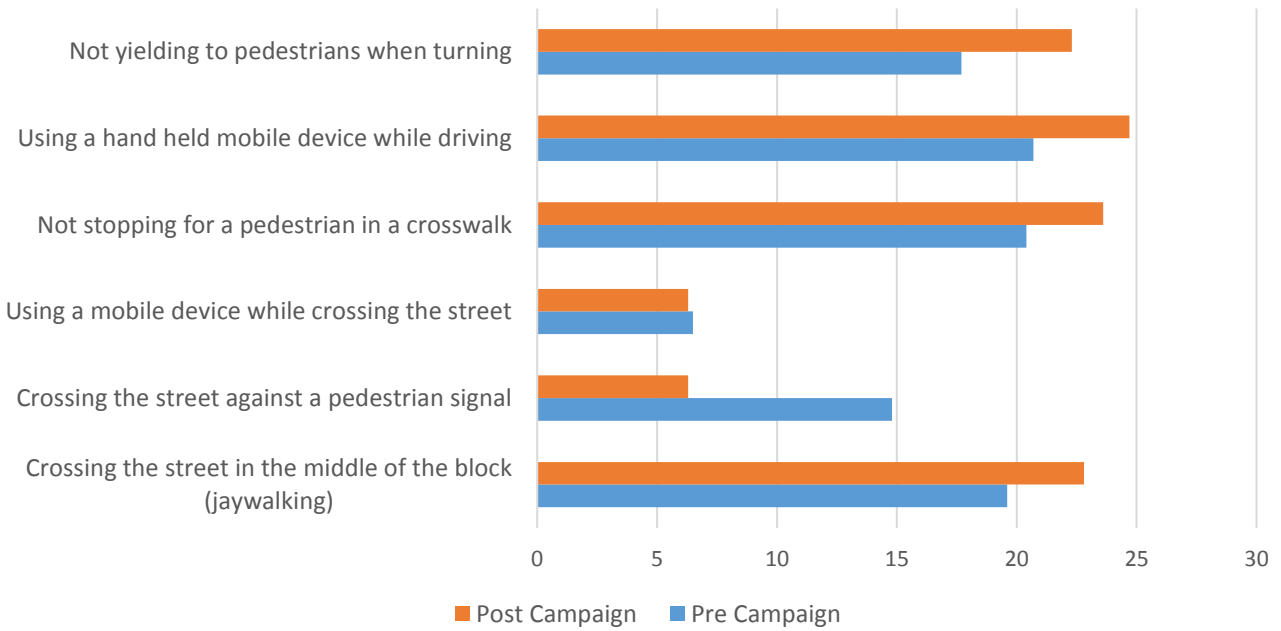


In the past week, in the Town of Clinton, have your yourself:

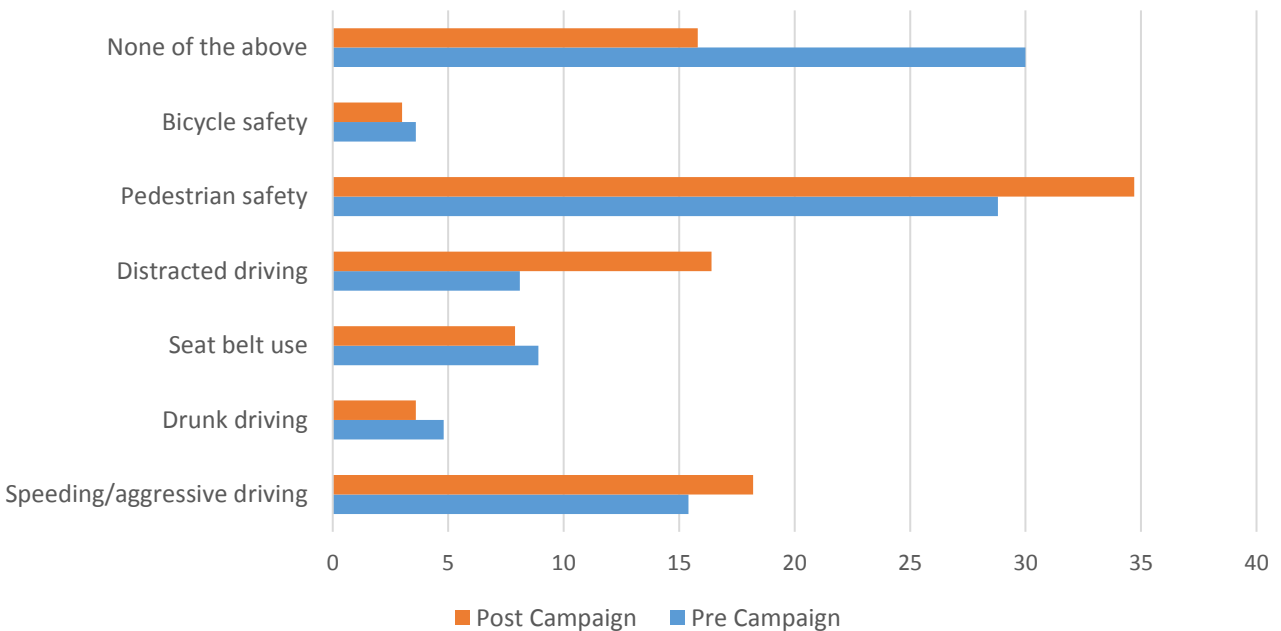


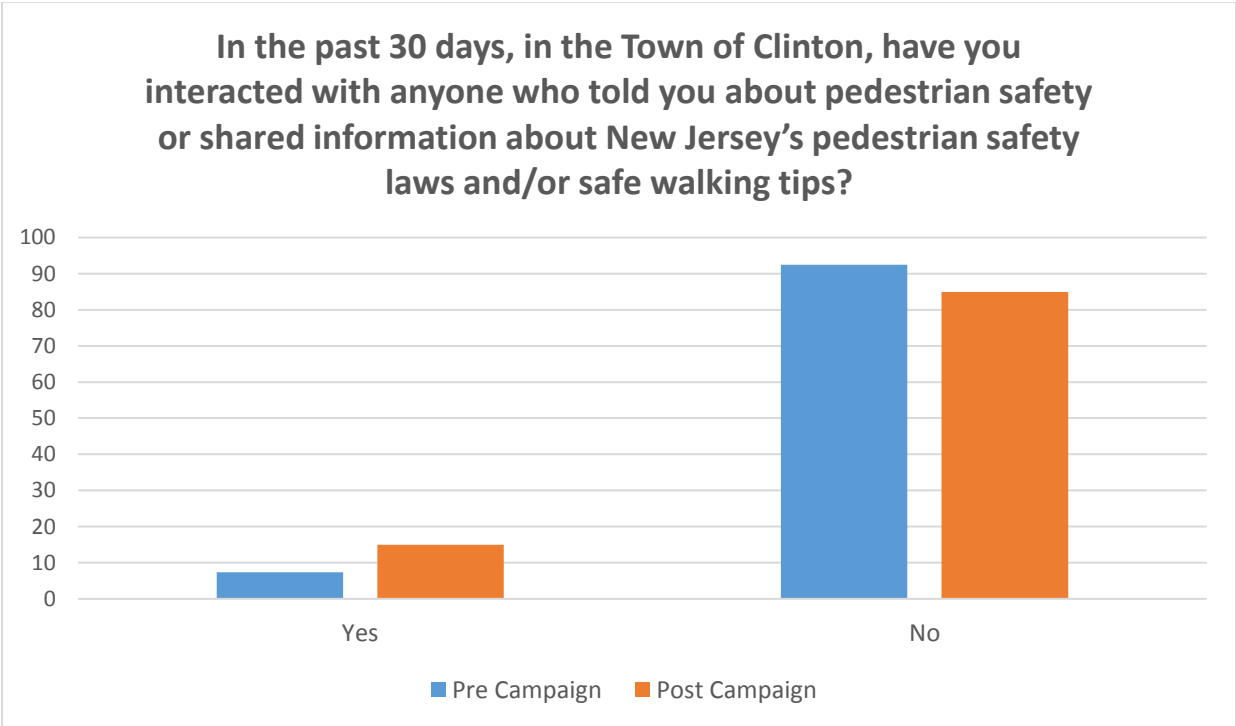
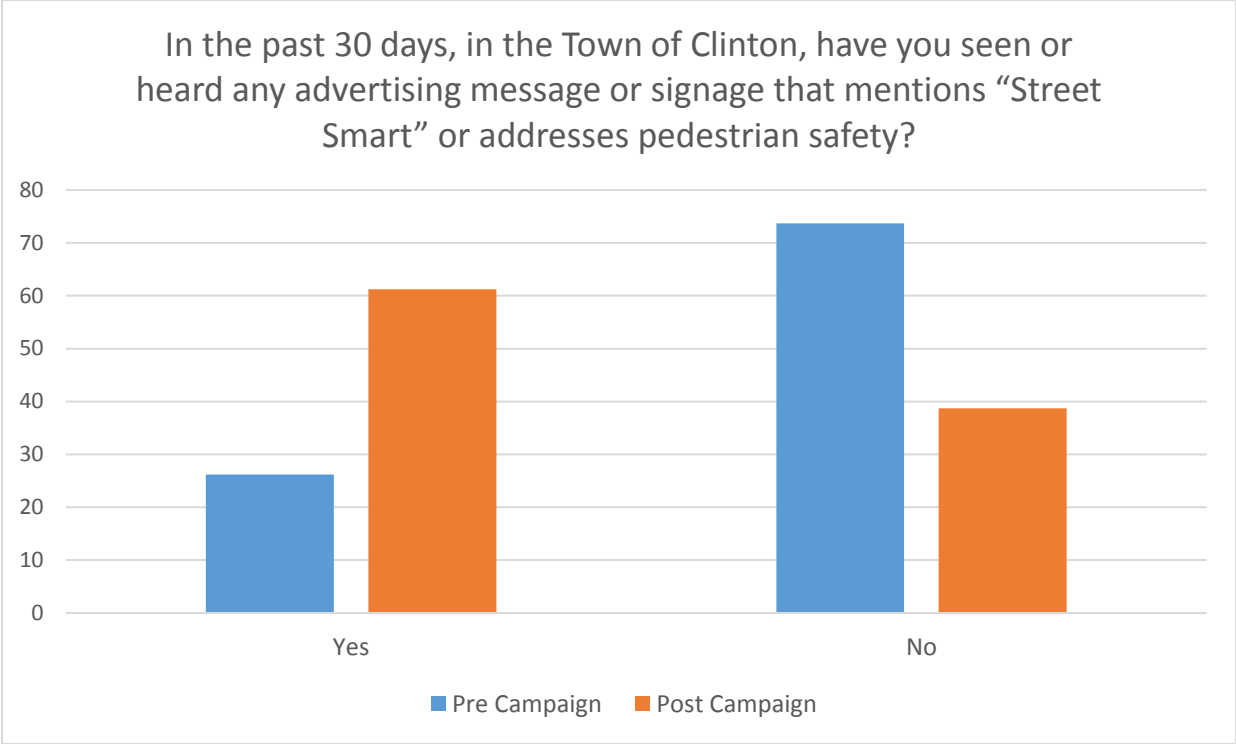


To the best of your knowledge, please indicate any/all actions below for which you CAN receive a ticket in New Jersey:

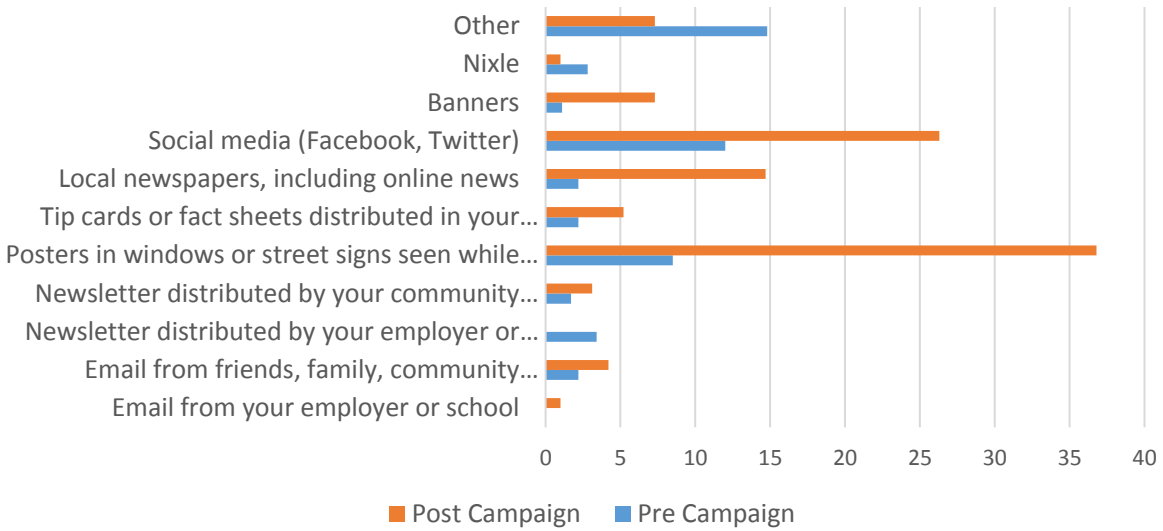


In the past 30 days, in the Town of Clinton, have you read, seen or heard any advertising messages addressing the following?

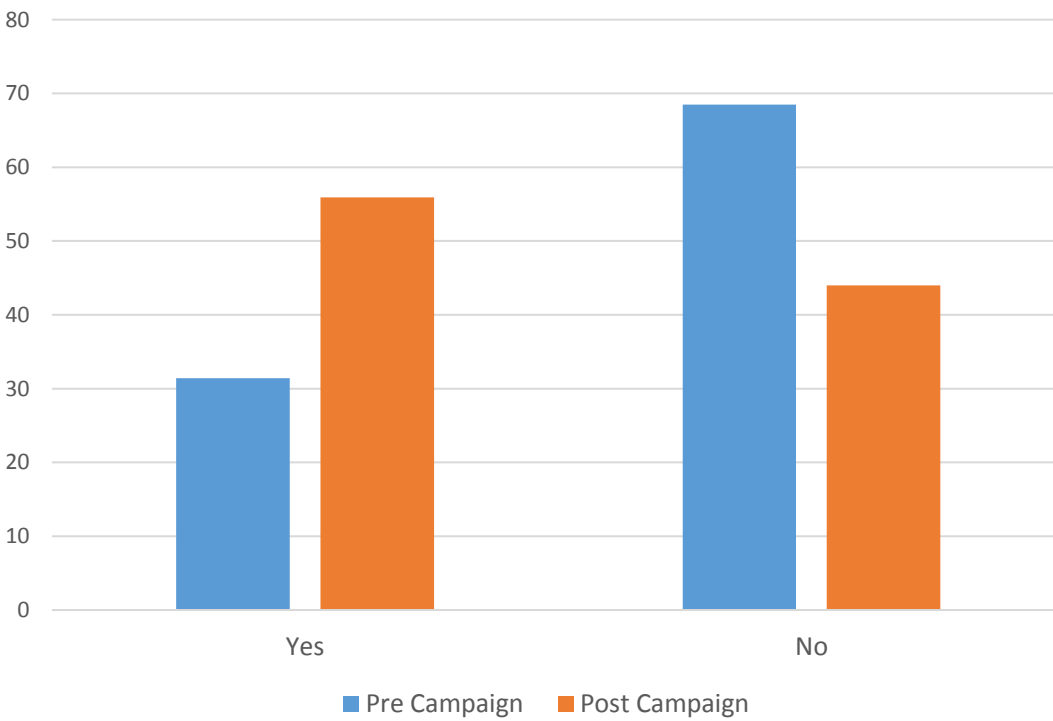


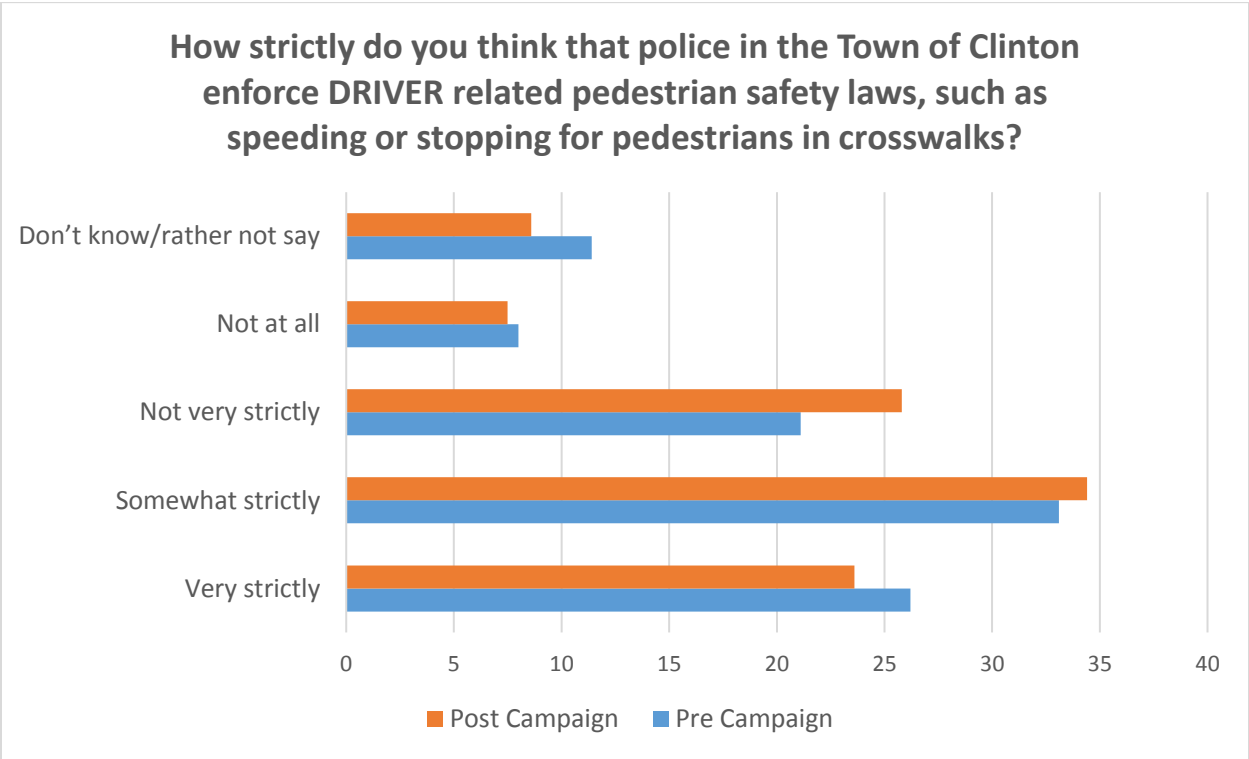
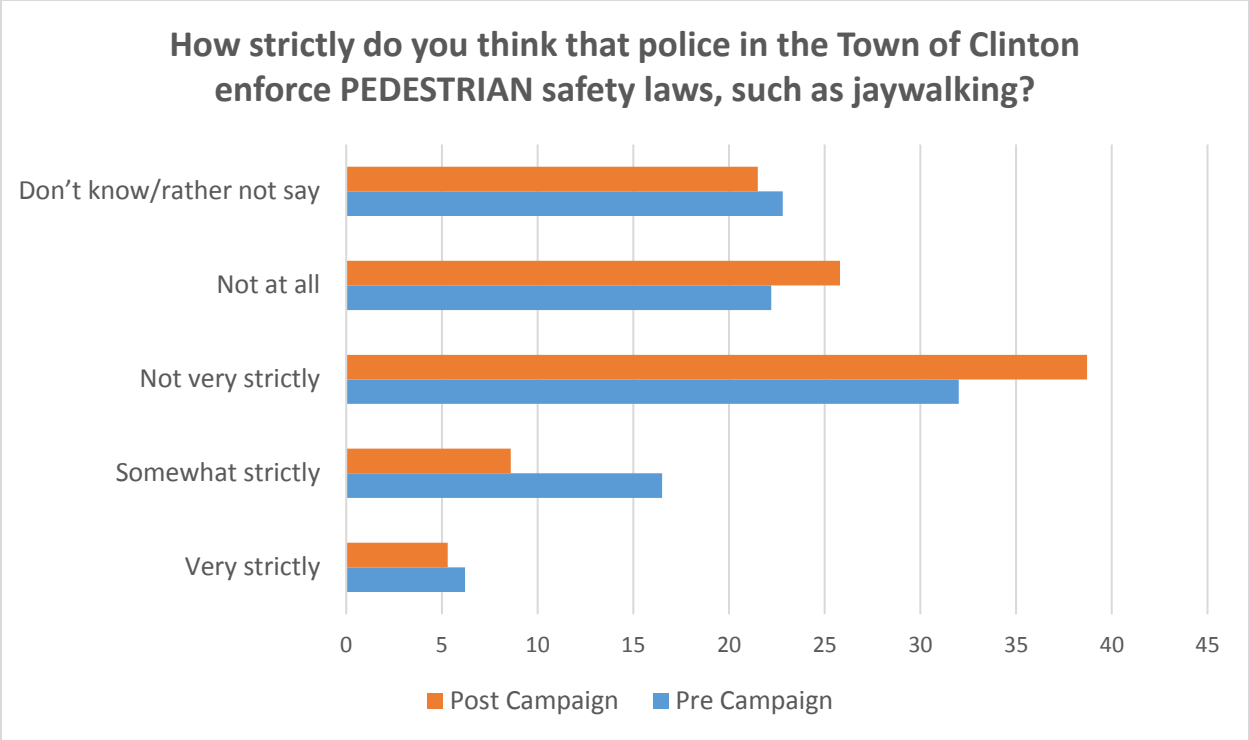


In the past 30 days, in the Town of Clinton, have you seen or received any information about pedestrian safety information via any of the following sources?

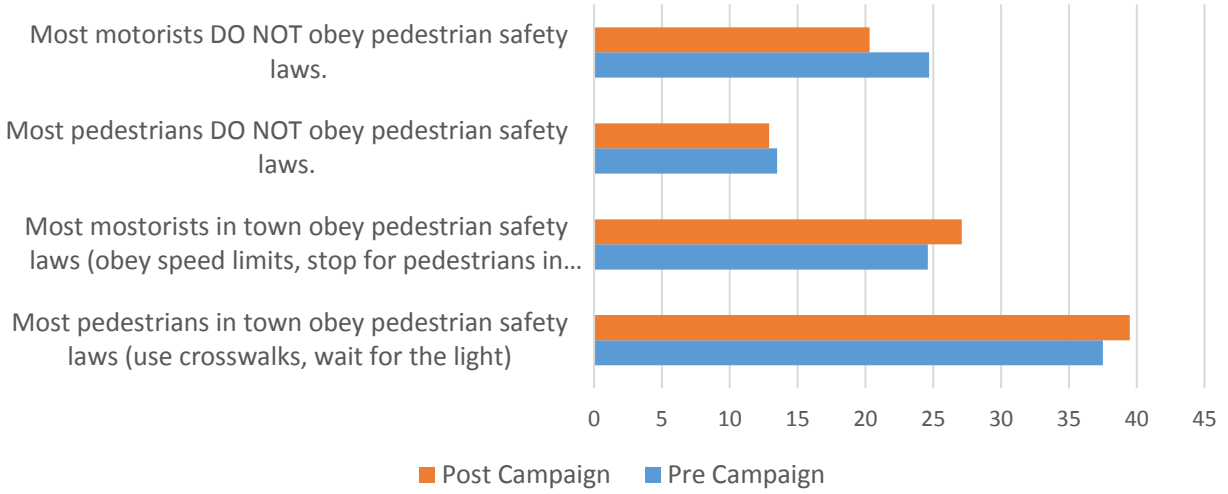


Have you recently read, seen or heard about local police efforts to enforce pedestrian safety laws?





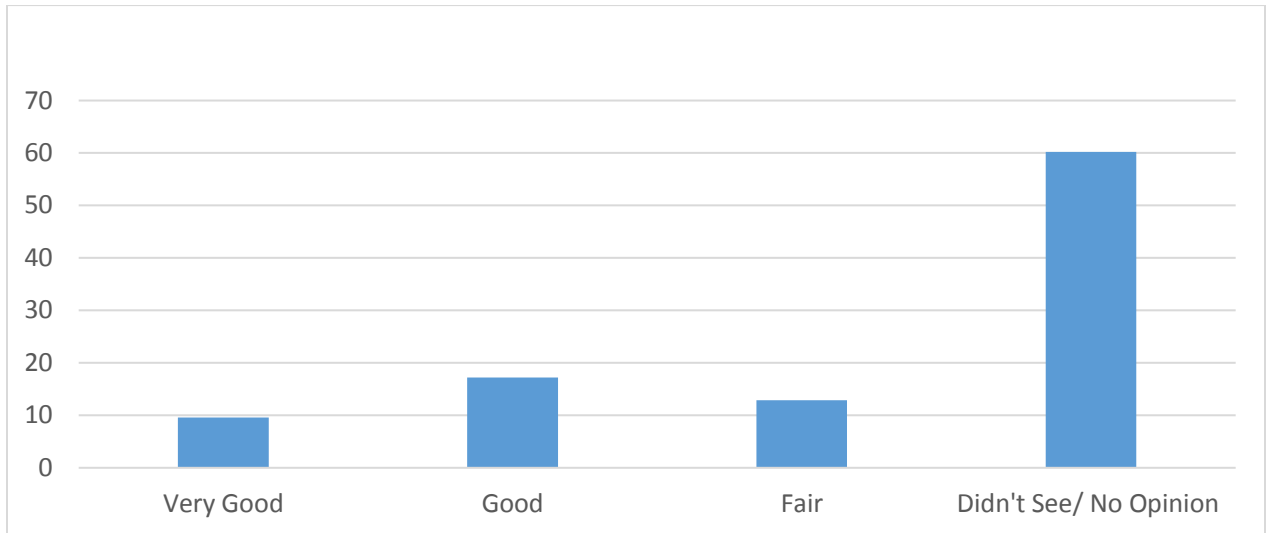
Which of the following statements do you AGREE with?



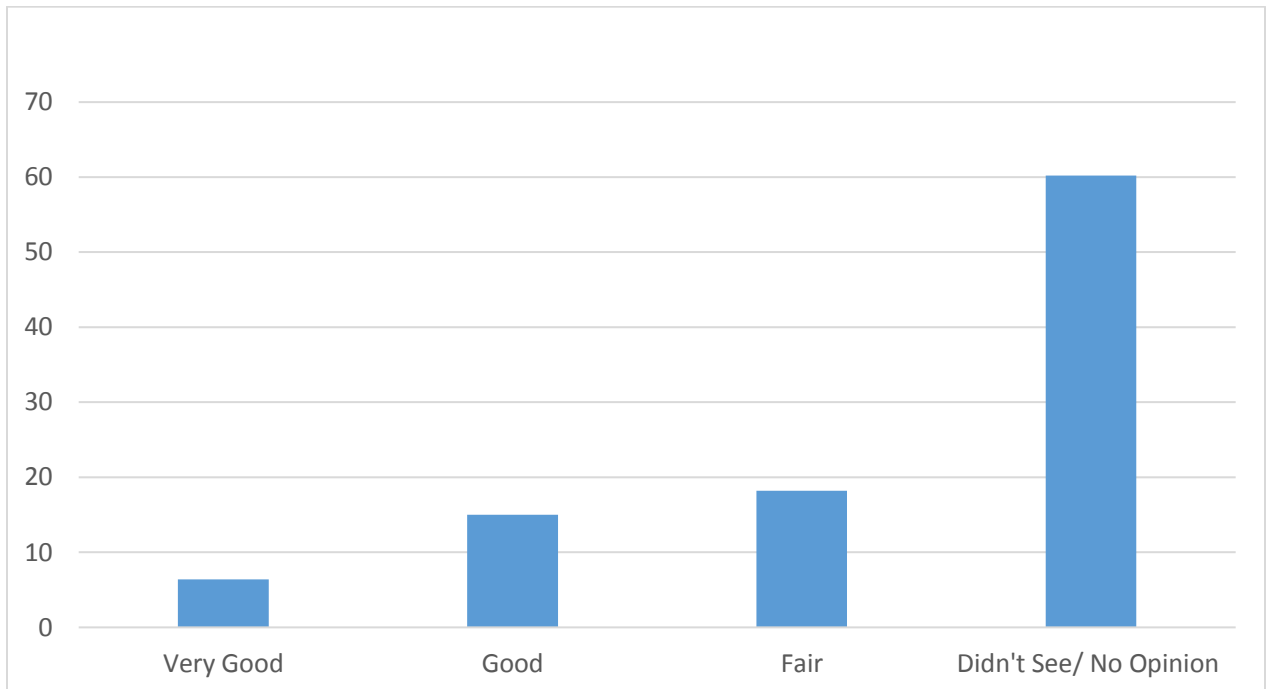
Post Campaign Feedback on Awareness Efforts

How would you rate the effectiveness of the following outreach methods?

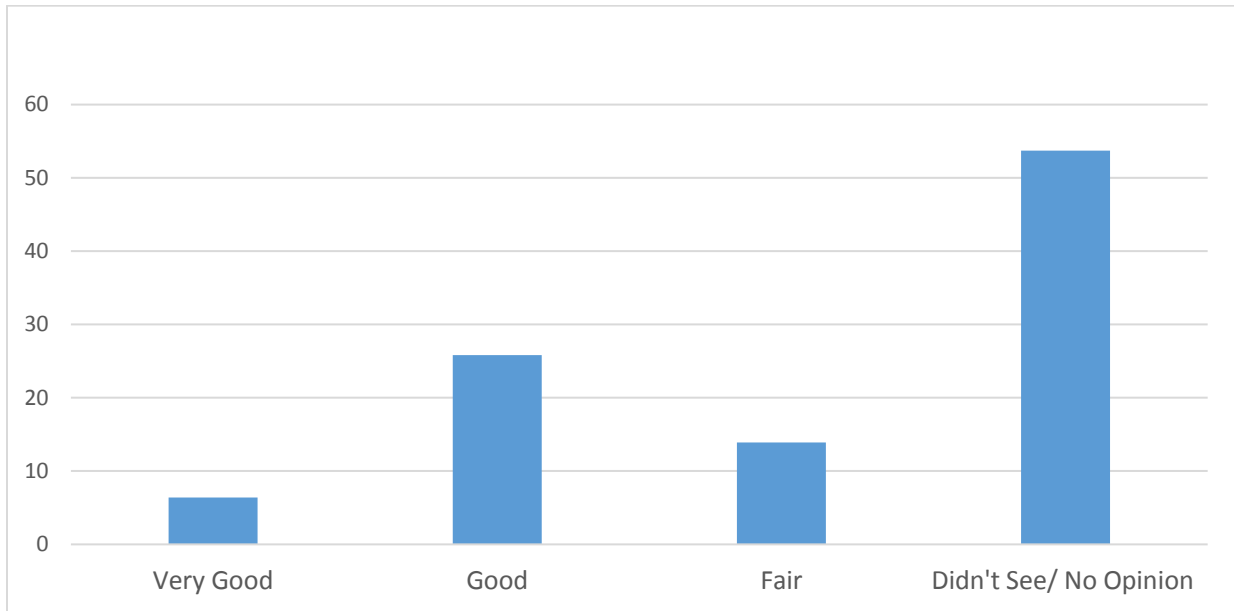
Local News Coverage



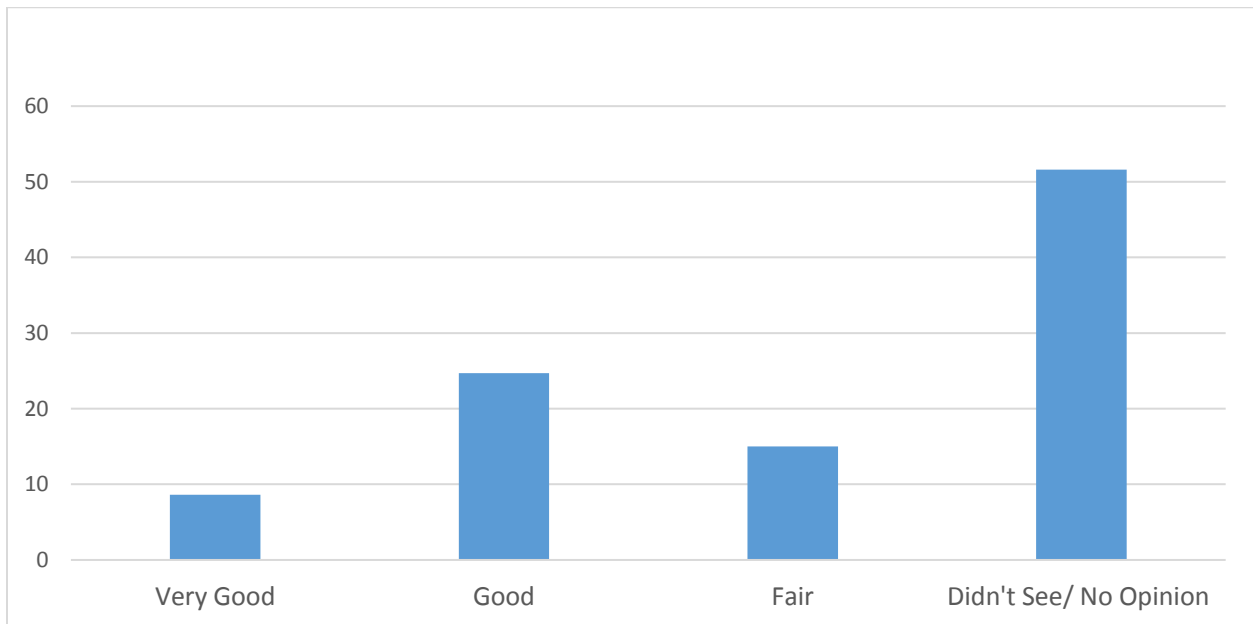
Facebook Posts



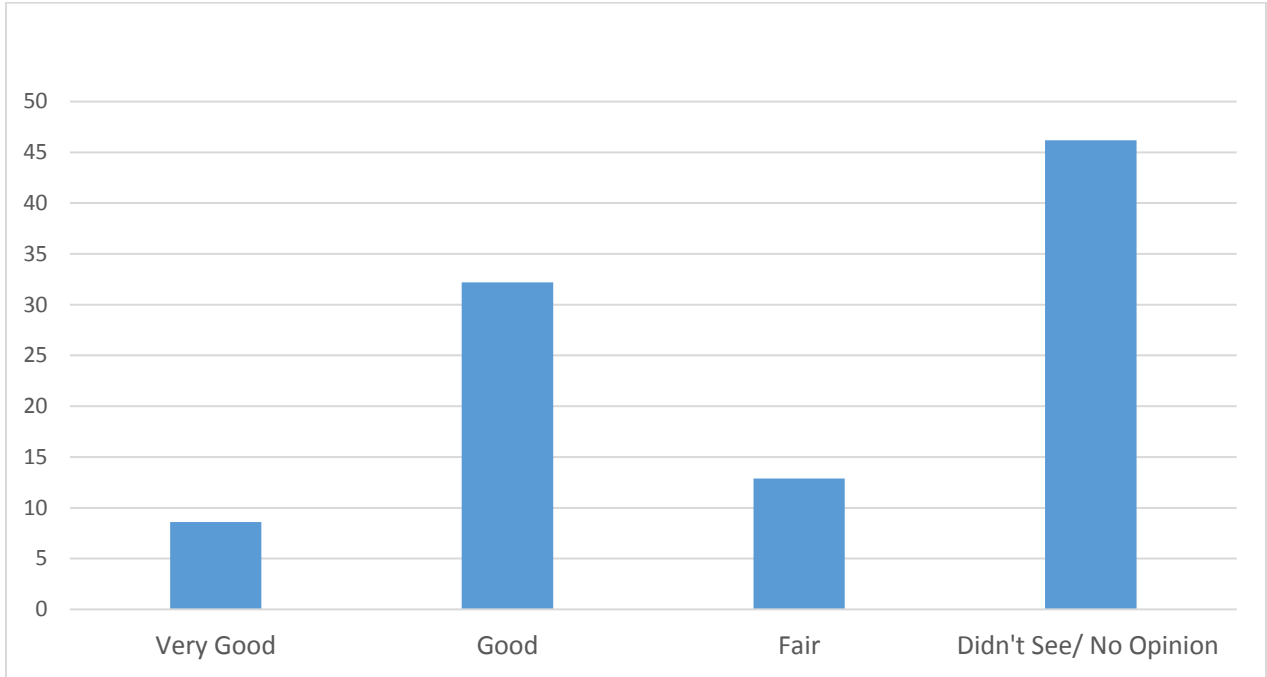
Banners



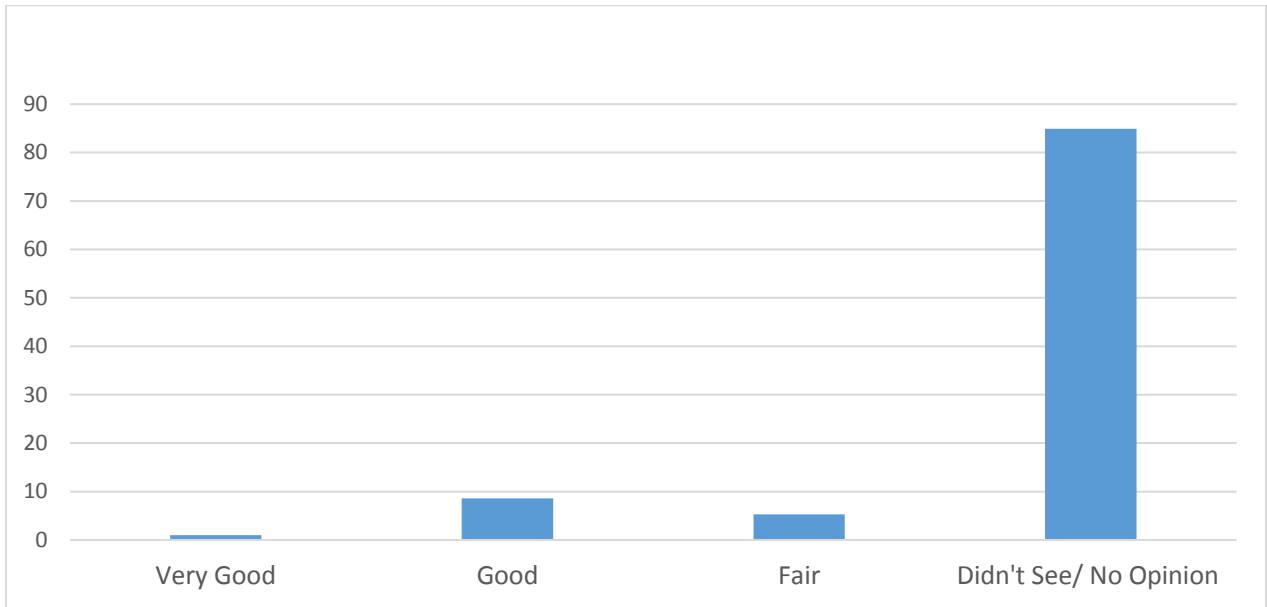
Posters



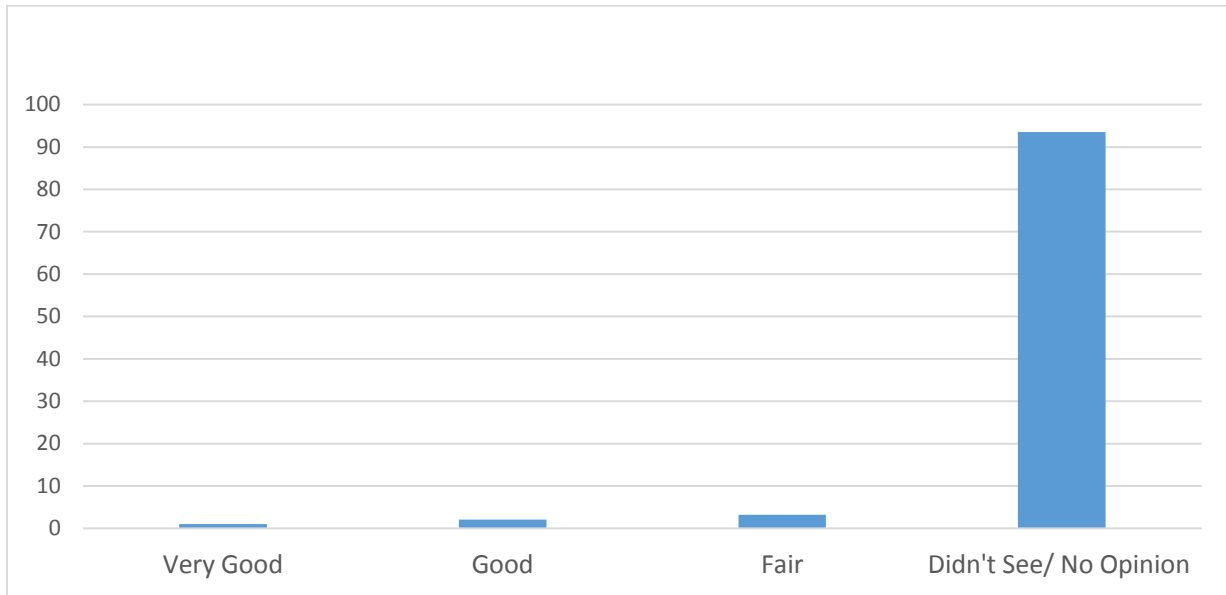
Intersection Signs/Posters



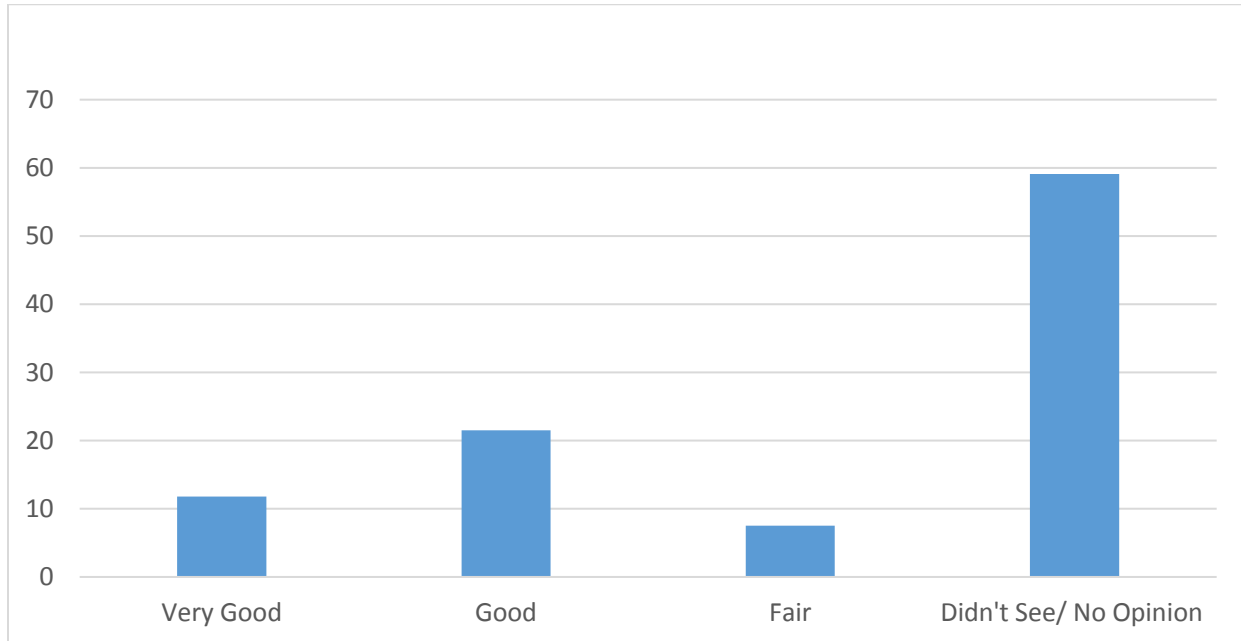
Flyers/Table Tents



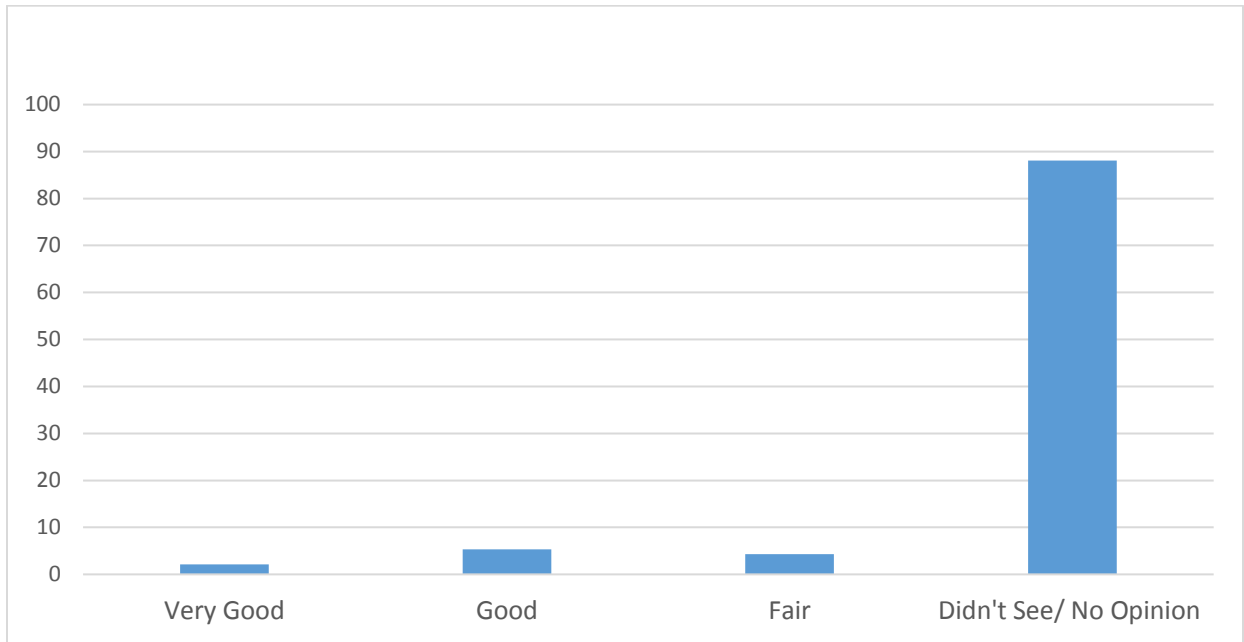
Community Presentations



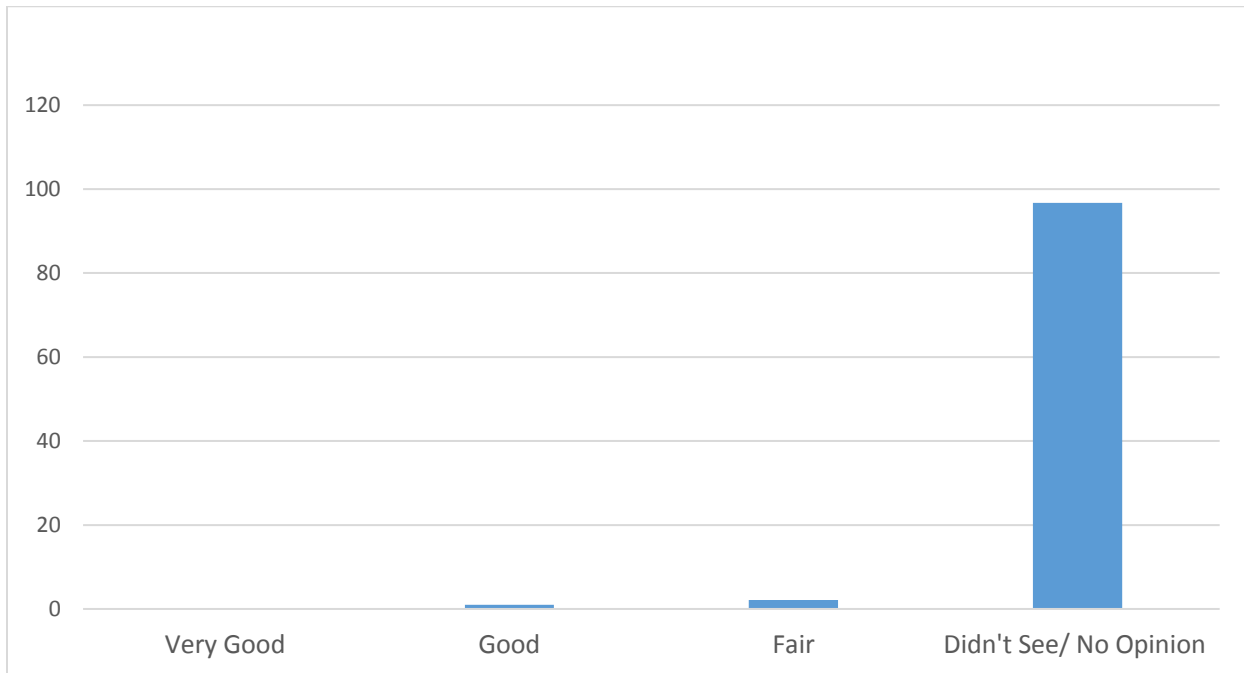
Digital Display Sign



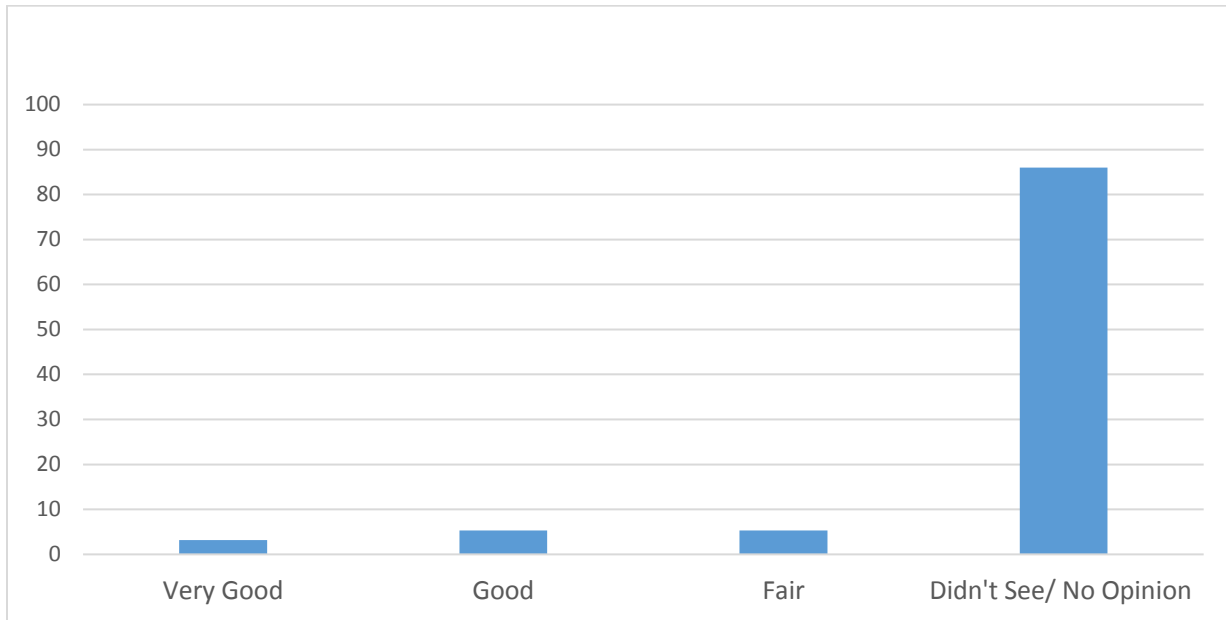
Coffee Cup Sleeves



Drink Coasters



Outreach by Town of Clinton Police



SUMMARY RESULTS

The following provides a summary of the results of the campaign in relation to the stated goals of the effort:

Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey's roadways.

Intersection Observations revealed the following behavior change:

- 8% increase in the observed use of crosswalks
- 14% increase in the completion of crossing in crosswalks by pedestrians
- 8% decrease in the use of cell phones by pedestrians
- 56% increase in the number of motorists that stopped for pedestrians for pedestrians in crosswalks

Community Input Survey respondents reported observing *:

- 2.1 % decrease in the number of pedestrians who crossed against the "Walk" signal.
- .8% increase in observed jaywalking
- .8 % increase in observed pedestrians crossing without looking
- .7 % increase in observed distracted pedestrians
- 1% decrease in the number of drivers not stopping for pedestrians in crosswalks
- 1.2% decrease in the number of drivers using cell phones while driving (talk/text)
- 1.2 % decrease in the number of observed distracted drivers

**Observed increases in negative behavior could be attributed to increased awareness and reporting on the part of the general public following the campaign, as opposed to pre-campaign.*

Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.

- 61 % of survey respondents indicated that they had heard about pedestrian safety messaging post campaign, compared with 26% pre-campaign.
- 63 % of survey respondents reported having seen Street Smart messaging in town

Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

- 25 % increase in the number of survey respondents that were aware of pedestrian safety enforcement efforts underway
- 58% of respondents indicated that the Town of Clinton enforces driver related pedestrian safety laws "Very Strictly" or "Somewhat Strictly"
- 14% of respondents indicated that the Town of Clinton enforces pedestrian safety laws (actions by pedestrians) "Very Strictly" or "Somewhat Strictly"
- 26.8 % of survey respondents rated the local news coverage as "Very Good" or "Good"
- 21.4% of survey respondents rated the Facebook posts as "Very Good" or "Good"
- 33.3% of survey respondents rated the posters as "Very Good" or "Good"
- 40.8% of survey respondents rated the intersection posters as "Very Good" or "Good"
- 9.6% of survey respondents rated the table tents as "Very Good" or "Good"
- 33.3% of survey respondents rated the digital display sign "Very Good" or "Good"

RECOMMENDATIONS

Pedestrian safety should continue to be a focus in the Town of Clinton. This is particularly important given that the Town of Clinton is a tourist destination and students who live in town walk to school.

Infrastructure challenges, particularly along Old Route 22/Rte. 173, have been identified in previous plans and studies commissioned by the Town of Clinton. The recommendations from those should continue to be reviewed and advanced as appropriate.

Ongoing education, education and awareness will also be important to ensure increased pedestrian safety in the future.

CONCLUSION

The Clinton Street Smart Campaign was a successful collaborative effort between HART Commuter Information Services (HART TMA), the Town of Clinton Police Department, and the Town of Clinton. A reduction in the prevalence of non-compliant behavior by both drivers and pedestrians was observed in the intersection observations.

The campaign also resulted in an increased awareness of the Street Smart message and emphasis on pedestrian safety throughout the community. HART's education and outreach programs will continue to be available to the Town of Clinton as requested.